



RETAIL PROMOTION

Sanctioning Window: April 13th – June 5th, 2012

Order your promotional kit materials TODAY!

The ***Magic: The Gathering 2013 Core Set*** campaign begins with the launch of ***Duels of the Planeswalkers 2013***. ***Duels of the Planeswalkers*** is the award-winning game that is the perfect introduction to **Magic™** for new and returning players and that invites them to join the **Magic** player community in your store.

This year the promotion will be bigger than ever, so get ready now to welcome an ever-increasing number of players in your store community!

- Already 2 million downloads to date across the Xbox Live®, Steam® and Playstation® Network platforms
- NEW – available for the first-time ever on iPad®
- NEW – Exclusive 6-card booster pack promotion incentive for players, each containing an alternate-art promo card plus other ***Magic 2013*** cards
- NEW – Integrated campaign featuring brand new theme and online marketing
- NEW – Materials to support 60 new players

How to participate and order? Sign-up today with [**Wizards Event Reporter**](#)

How does the promotion works? Players of the ***Duels of the Planeswalkers 2013*** game will get a promotion code for a voucher that they redeem in your store for an exclusive 6-card booster pack corresponding to the version of the game they play.

What's in the Kit?

NEW PLAYER ON-BOARDING	PROMO BOOSTER PACKS
<ul style="list-style-type: none">• Introduction Letter• Double-sided instructions document• A-frame style <i>Magic Demo Guide</i>• 60 <i>Magic 2013</i> Sample Decks• 20 <i>Quick Reference Cards</i>	<ul style="list-style-type: none">• 20 Xbox Live® promo booster packs• 20 Playstation Network® promo booster packs• 20 promo booster packs for the Steam® and iPad® platforms

Magic: The Gathering® – *Duels of the Planeswalkers*® 2013 Retail Promotion

Need more help?

If you have any questions, you may call 1-800-564-1636, or use our web portal located at <http://www.wizards.com/customerservice>.

Additionally, you can call your WPN representative for customized advice on how to make the most of this opportunity!

You may also check our retailer website at www.wizards.com/wpn