



Sanctioning opens: March 29, 2011

Sanctioning ends: June 30, 2011

PRODUCT TYPE: New Customer Support
FORMAT: Not Applicable
WPN LEVELS: Gateway and higher (excluding Quebec)

Get Ready for a New Wave of Magic™ Players in Your Store!

A sequel to *Duels of the Planeswalkers*, the hit **Magic: The Gathering®** digital game is launching this summer. *Duels of the Planeswalkers 2012* has new game modes, features, decks, and new Planeswalkers. Best of all, it's being released on Xbox LIVE® Arcade, PlayStation® Network, and on Steam® for PC.

Duels of the Planeswalkers 2012 will be part of the **Magic 2012** promotional push this summer and is closely tied in theme and content with **Magic: The Gathering 2012 Core Set**.

Eligible players who purchase **Magic: The Gathering – Duels of the Planeswalkers 2012** for their Xbox®, PS3 or PC between June 14, 2011 and December 15, 2011* can receive an in-game code that they can use to obtain a voucher at www.duelsofthepaneswalkers.com. Players will then be directed to their nearest participating retail location to present the voucher and receive an exclusive alternate art premium foil promo card. Each game platform will have a different promo card.

If you **sign up before May 25, 2011** you will also get a **Magic 2012** Demo Kit.

Make sure your store can participate in this great promotion by signing up today. Supplies are limited and some restrictions may apply.

***Game release dates may vary by platform and region.**

Wizards Play Network – Duels of the Planeswalkers® 2012 Promotion

March 29 – November 30, 2011

KEY SELLING POINTS

- **DRIVE TO STORES:** This program provides the perfect opportunity for you to grow your **Magic™** player base by encouraging new Duels players to attend your in-store **Magic** events and purchase paper **Magic** product.
 - **GATHER YOUR ALLIES:** *Duels of the Planeswalkers 2012* will be tied with **Magic: The Gathering 2012** Core Set in a summer long marketing program.
 - **UNLOCK THE POWER:** *Duels of the Planeswalkers 2012* purchasers will be able to receive a code from within their game allowing them to print a voucher good for one promo card.
 - **NEW TRAFFIC:** New, current, and lapsed **Magic** and *Duels of the Planeswalkers* customers will be then directed to your participating retail location for their exclusive promo card through the Wizards website.
 - **EARLY ADOPTION BONUS:** Retailers that sanction this program by May 25, 2011 will also receive a **Magic 2012** Demo Kit with their *Duels of the Planeswalkers 2012* promo kit.
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MARKETING

The *Duels of the Planeswalkers 2012* game is an integral part in our **Magic 2012** summer marketing program – Gather Your Allies. Elements include:

- Substantial web advertising and search engine marketing
 - Digital gaming press outreach
 - Gaming community programs
 - Event support (San Diego Comic Con, GenCon, PAX Prime)
 - Magicthegathering.com and Community.wizards.com support
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SANCTIONING AND SEASON INFORMATION

- Full Sanctioning Window: March 29, 2011 – June 30, 2011
- Retailers who sanction prior to May 25, 2011 will also receive a **Magic 2012** Demo Kit as a bonus. Retailers who sanction after May 25, 2011 will only receive the promo cards listed below.

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KIT CONTENTS

All kits will include:

- *Duels of the Planeswalkers 2012* poster
- Informational letter
- Instruction sheet
- Promo cards –
 - Xbox® - Grave Titan
 - Playstation® 3 - Inferno Titan
 - Steam™ (PC) - Frost Titan

Kits sanctioned prior to May 25, 2011 will also receive **Magic 2012** Demo materials:

- An updated **Magic 2012** Demo Guide
- Quick reference Cards
- **Magic 2012** sample decks

NOTE: Sanctioning will be reset after May 25, 2011. Retailers who run out of promo cards after that date will be allowed to re-sanction for an additional *Duels of the Planeswalkers 2012* kit.

This promotion is open to WPN locations in the United States and Canada (excluding Quebec). Please contact your WPN representative or your distributor for a list of eligible countries in Europe and Asia-Pacific.

Kits available at www.wizards.com/wpn
