



## Wizards of the Coast Gleemax.com™

### GenCon 2007 Announcements:

- Fans can sign up for their own Gleemax account in the Wizards booth!
- Wizards of the Coast will announce the winners of its Ultimate Gamer Test. Five lucky finalists were flown into GenCon where Wizards of the Coast representatives will ultimately award two individuals seats on the Gleemax Advisory Board to assist with the continual development of the site
- For additional information about the Ultimate Gamer Test visit [www.gleemax.com](http://www.gleemax.com).



Wizards of the Coast (WotC) is embarking on a digital initiative designed to give strategy and hobby game players a voice, a playing arena, and a place to interact with each other in today's vast online universe. The initiative aims at creating a social community infrastructure for players featuring strategy games (both existing and future releases of WotC properties as well as independent strategy games), player profiles, interactive community activities, e-commerce hub, editorial content including community message boards, WotC and player blogs and regularly updated industry news and game information.

WotC's Gleemax.com™, the single online destination for strategy and hobby gamers, will launch in various phases, each phase providing additional online community tools for today's players. To ensure WotC provides players with engaging content and vibrant features most commonly requested and wished for in online communities, WotC is enlisting thought leaders in all areas dedicated to online social experiences and strategy/hobby games to sit on a Gleemax Advisory Board. WotC will use the board's input not only during the development stages of the portal, but throughout the life of the portal well past launch.

Gleemax.com will provide players with focused strategy game content filling the void major online communities have overlooked.

### Gleemax.com Features and Services:

- *Editorial Content:* Gleemax.com will provide focused content for strategy hobby gamers with unique up-to-date information on popular strategy games, tournaments and category announcements. Along with articles and interviews, the portal will feature custom content from various industry leaders in the form of blogs and message board postings, and tools for user-generated content. Additional premium content will be available to subscribers for a nominal fee. The creation of Gleemax will mean:
  - Radical transparency for Wizards of the Coast and its surrounding community. Gleemax's executive blogs offer fans an inside look into the thoughts of one of the top gaming companies in the world.
  - Wizards of the Coast's legacy as the champion of great game play continues. The company has been the leader in hobby and strategy games since its inception.
  - The community's thoughts will surface. Gleemax offers an opportunity for users to generate original content and openly voice their opinions to Wizards of the Coast.
- *Community Features:* Showcasing WotC's dedication to the strategy hobby gaming community, Gleemax.com will offer a central location for strategy game players to converse and interact on topics relating to their interests. Players and retailers will be encouraged to share personal interests and community tournament information via customizable personal profile pages.

- *Strategy Games*: Along with elite WotC titles like Magic: The Gathering®, Dungeons & Dragons® and Uncivilized: The Goblin Game™, Gleemax.com will provide a variety of Indie games, all stamped with the WotC seal of approval for great game-play, giving them a prominent distribution channel to reach strategy game players. Gleemax will also feature on-line versions of popular strategy board games. Players will be treated to various trial and full versions of games free of charge, with enhanced and full versions available for a one-time or subscription fee.

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**For more information:**

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