



Hasbro and Wizards of the Coast Announce Major Esports Entrance For Magic: The Gathering®

December 7, 2018

\$10 Million in combined prize pool up for grabs in 2019
New Magic Pro League offers play and streaming contracts worth \$75,000
New Mythic Championship events anchor the Magic tournament structure
First \$1 Million tournament to be held at PAX East in 2019

RENTON, Wash., Dec. 6, 2018 /PRNewswire/ -- Today live on stage at the [Game Awards](#), [Hasbro](#) and [Wizards of the Coast](#) announced a brand new esports program coming in 2019 for [Magic: The Gathering](#), which boasts a \$10 million prize pool across digital and tabletop *Magic*.



"Today is an extremely important day for *Magic: The Gathering* as we announce our commitment to esports and our *Magic* players by evolving our tournament structure to include a \$10 Million prize pool." said Chris Cocks, President of Wizards of the Coast. "We are fully embracing esports and affirming *Magic* as a leader in the collectible card game category while providing lucrative opportunities for pros, players, sponsors, and esports partners."

With over 35 Million *Magic* players to date in over 70 countries around the world, *Magic's* new esports structure is designed to appeal to a wide audience of card game players and offers an open platform to allow all *Magic* players the opportunity to compete.

The Magic Pro League (MPL) establishes a new level of professional play and features 32 of the top ranked *Magic* players from around the world. Players in the MPL are offered play and streaming contracts worth \$75,000. Members of the MPL will play in weekly match-ups on *Magic: The Gathering Arena*® that will lead to newly introduced Mythic Championship events.

Mythic Championships are the new flagship competitions for *Magic: The Gathering Arena* esports and tabletop *Magic* competitive play. Mythic Championships will feature MPL players battling against challengers from the *Magic* community. The *Magic: The Gathering Arena* esports program kicks off with a \$1 Million Mythic Invitational at PAX East 2019 in Boston, Massachusetts. More details on how to climb the ranks and battle the pros will be revealed in early 2019.

"The past 25 years of *Magic* competition has led us to design this comprehensive esports program that would support *Magic: The Gathering Arena*, while increasing our investment in tabletop *Magic*," said Elaine Chase, Vice President of Esports at Wizards of the Coast. "Our investment in esports will catapult the game to new heights while providing support to the players by giving them the platform to build their brand and bring *Magic* to a broader audience."

Asset Pack: https://media.wizards.com/2018/press/fl0b62Jin_obpk_L.zip

YouTube link: <https://www.youtube.com/watch?v=Vlsm4BZtqlc>

To learn more about the Magic esports program, please visit: <http://mtgesports.com>

To download *Magic: The Gathering Arena* and stay up-to-date on the game's recent developments, please visit: <http://playmtgarena.com>.

ABOUT HASBRO

Hasbro (NASDAQ: HAS) is a global play and entertainment company committed to Creating the World's Best Play Experiences. From toys and games to television, movies, digital gaming and consumer products, Hasbro offers a variety of ways for audiences to experience its iconic brands, including NERF®, MY LITTLE PONY®, TRANSFORMERS®, PLAY-DOH®, MONOPOLY®, BABY ALIVE® and MAGIC: THE GATHERING, as well as premier partner brands. Through its entertainment labels, Allspark Pictures and Allspark Animation, the Company is building its brands globally through great storytelling and content on all screens. Hasbro is committed to making the world a better place for children and their families through corporate social responsibility and philanthropy. Hasbro ranked No. 5 on the 2018 100 Best Corporate Citizens list by CR Magazine and has been named one of the World's Most Ethical Companies® by Ethisphere Institute for the past seven years. Learn more at www.hasbro.com

ABOUT WIZARDS OF THE COAST

Wizards of the Coast brings people together through their shared love of games. *Magic: The Gathering*®, *Dungeons & Dragons*®, and other Wizards games are enjoyed by friends around the world, both at gaming tables and on digital platforms. We bring together world-class creators in game design, worldbuilding, fantasy art, and interactive events to create unforgettable moments. Wizards of the Coast is a subsidiary of Hasbro, Inc. (NASDAQ:HAS). For more information, visit www.wizards.com.

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