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Wizards of the Coast Hosts First Worldwide "Magic Game Day"

Uniting Players Across the World, Wizards of the Coast Proclaims July 14 "A Day to Celebrate Magic"

RENTON, Wash., Jul 05, 2007 (BUSINESS WIRE) -- Wizards of the Coast, Inc., a leader in trading card, tabletop strategy and role-playing games and a subsidiary of Hasbro (NYSE: HAS), today announced "Magic Game Day" -- a one-day event for Magic: The Gathering® players in over 2,400 stores worldwide. On July 14, 2007, Magic™ fans everywhere are invited to visit their local participating hobby shop to enjoy an entire day of game demos, league play, tournaments, contests, prizes, promo cards and, for United States participants, the chance to win two roundtrip plane tickets to attend the upcoming Magic World Championships to be held in New York City. "Magic Game Day is the one event of the year that no Magic player, new or old, will want to miss," said Elaine Chase, Sr. Brand Manager for Wizards of the Coast. "It will be a celebration of everything Magic has to offer: fun, strategy, fantasy, and most of all, the enthusiastic fan community that makes Magic the best trading card game in the world. Through Magic Game Day, we hope to reward our current players with an event to remember as well as inspire new players to join the local Magic community."

Game Day Events and Prizes (North America):

- Learn-to-play demos for new fans
- League Play, Tenth Edition Release Tournament (sanctioned) and Mini Master Flights (not sanctioned)
- The first 50 participants at each participating U.S. store will have the opportunity to enter a sweepstakes to win two roundtrip plane tickets to attend the 2007 Magic World Championships in New York City
- Exclusive foil Reya Dawnbringer promo card for event participants while supplies last
- Prizes include exclusive Magic deck boxes, backpacks, and score pads
- All players will be able to participate in a scavenger hunt contest -- items list to be published on www.magicthegathering.com in advance of the event
- Hobby shop owners can "deck out" their stores with Magic decorations to vie for a \$500 Home Depot gift certificate

In addition to tournaments and prizes, "Magic Game Day" provides attendees a chance to be the first to play Magic: The Gathering Tenth Edition Core Game and the brand new Magic: The Gathering 2 Player Starter Game both of which officially release hours before the scheduled events. These products feature some of the most popular Magic cards of all time and are designed to make teaching and learning the game easy. Tenth Edition is an excellent entry point for imaginative strategy gamers who want to give Magic a try, while offering the classic cards and depth of game play long-time players in the community have come to expect, noted Chase.

For more information on contests and to locate a participating store visit www.playmagic.com.

About Magic: The Gathering

Magic: The Gathering® is the first, and one of the most widely played collectible trading card game created by Richard Garfield, Ph.D. and originally introduced to the public in 1993 by Wizards of the Coast. The game successfully combines the appeal of collectible trading cards with the depth and fun of strategy games. Magic introduced an entirely new gaming genre to the world and currently has more than eight million players worldwide. The worldwide popularity of Magic has also spawned an organized tournament system and a community of professional Magic players.

Within the game, players take on the role of planeswalkers -- powerful wizards who battle others for glory, knowledge and conquest. Each player's deck of cards represents the player's arsenal of weapons, which includes spells and creatures. With thousands of different cards available, the Magic™ game offers an unrivaled depth of game play in which each game is different from the last. Each card is adorned with beautiful and unique illustrations inspired by familiar elements of myth and legend. These elements weave together to provide a strategically rich and satisfying game play experience.

About Wizards of the Coast

Wizards of the Coast, Inc., a subsidiary of Hasbro, Inc. (NYSE:HAS), is a worldwide leader in the trading card game and tabletop role-playing game categories, and a leading developer and publisher of game-based entertainment products. The company holds an exclusive patent on trading card games (TCGs) and their method of play and produces the premier trading card game, MAGIC: THE GATHERING®, among many other trading card games and family card and board games. Wizards is also a leading publisher of roleplaying games, such as Dungeons & Dragons®, and publisher of fantasy series fiction with numerous New York Times best-sellers. For more information, visit the Wizards of the Coast website at wizards.com. For more information, visit www.wizards.com.

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