



Hasbro and Marvel Team Up to Bring Popular Marvel Characters and Stories to Magic: The Gathering in Multi-Year, Multi-Set Deal

23 Oct, 2023

Hasbro Expands Strong Relationship with Marvel through their Best-Selling Trading Card Game

PAWTUCKET, R.I.--(BUSINESS WIRE)--Oct. 23, 2023-- Hasbro, Inc. (NASDAQ: HAS), a global branded play leader, today announced an expansion of its long-standing relationship with Marvel. Together, Hasbro and Marvel will develop collectible products and tentpole sets for the best-selling trading card game, *Magic: The Gathering*. The first tentpole Magic set based on Marvel's fan-favorite characters and epic stories will appear globally in 2025, with additional all-new exciting sets for multi-generational fans to collect and play.

Hasbro will continue to bring new ways for consumers to express their Marvel fandom through *Magic: The Gathering's* collection of Universes Beyond crossover products. "We are extremely proud to collaborate with Marvel to bring its iconic characters to fans around the world in new ways," said Cynthia Williams, President of Wizards of the Coast and Hasbro Digital Gaming. "These tentpole sets will build on the tradition of incorporating beloved fan-favorite characters and elements from world-class brands into Magic: The Gathering."

"Trading cards have always been a part of Marvel's DNA, so this collaboration takes that experience to a whole new level," said Dan Buckley, President of Marvel Comics and Franchise. "With the depth that our storytelling and characters bring to the table, we can't wait for fans to see how the Marvel Universe translates seamlessly into gameplay within these Magic: The Gathering products and sets for years to come."

This team-up with Marvel builds on the inclusion of other popular brands to join the growing list of Universes Beyond crossover products for *Magic: The Gathering*.

Magic: The Gathering is the original trading card game, and its rewarding and strategic gameplay, compelling characters, and fantastic worlds have entertained and delighted fans for more than 30 years. With more than 50 million fans to date, Magic is a worldwide phenomenon published in more than 150 countries.

For more information, please visit [Magic.wizards.com](https://magic.wizards.com) or [Marvel.com](https://marvel.com).

About Hasbro

Hasbro is a global branded entertainment leader whose mission is to entertain and connect generations of fans through the wonder of storytelling and exhilaration of play. Hasbro delivers engaging brand experiences for global audiences through gaming, consumer products and entertainment, with a portfolio of iconic brands including MAGIC: THE GATHERING, DUNGEONS & DRAGONS, Hasbro Gaming, NERF, TRANSFORMERS, PLAY-DOH and PEPPA PIG, as well as premier partner brands.

Hasbro is guided by our Purpose to create joy and community for all people around the world, one game, one toy, one story at a time. For more than a decade, Hasbro has been consistently recognized for its corporate citizenship, including being named one of the 100 Best Corporate Citizens by 3BL Media, one of the World's Most Ethical Companies by Ethisphere Institute and one of the 50 Most Community-Minded Companies in the U.S. by the Civic 50. For more information, visit corporate.hasbro.com.

About Marvel

Marvel is one of the world's most prominent entertainment brands, built on an unparalleled library of iconic characters and stories that have shaped pop culture for 85 years. The Marvel brand spans entertainment, including film, television, publishing, licensing, games, live events, digital media, and more.

For more information, visit marvel.com. © 2023 MARVEL

About Wizards of the Coast

Wizards of the Coast, a division of Hasbro (NASDAQ: HAS), develops legendary games that inspire creativity, spark passions, forge friendships and foster communities around a lifetime love of games. Wizards delivers compelling experiences for gamers across tabletop and digital gaming through its best-known franchises MAGIC: THE GATHERING and DUNGEONS & DRAGONS and Hasbro's unparalleled portfolio of approximately 1,500 brands. With headquarters in Bellevue, Washington and studios in Austin, Montreal, Raleigh and Renton; Wizards is dedicated to fostering world-class talent to create unforgettable play experiences on all platforms. To learn more about Wizards, please visit our Company website and social channels (@Wizards on Twitter and LinkedIn).

View source version on [businesswire.com](https://www.businesswire.com/news/home/20231023649900/en/): <https://www.businesswire.com/news/home/20231023649900/en/>

PR Contacts:

Tara Bruno PR on behalf of Wizards of the Coast

Wizards@TaraBrunoPR.com

Marvel

Timothy Cheng

tcheng@marvel.com

Source: Hasbro, Inc.