



Wizards of the Coast Teams Up with Esports Org G2 in New Long-Term Partnership

11 Aug, 2026

G2 has partnered with Wizards of the Coast, one of the world's leading game publishers behind franchises including Magic: The Gathering and Dungeons & Dragons, to bring the publisher's games to its Counter-Strike jersey through a new long-term creative collaboration, beginning with sci-fi action game Exodus

Berlin, Germany, August 11th, 2026 - G2, one of the world's leading esports and entertainment brands, today announced Wizards of the Coast, the publisher behind iconic franchises including *Magic: The Gathering* and *Dungeons & Dragons*, as its new global partner on G2's Counter-Strike jersey. Marking the start of a long-term creative collaboration, the partnership will bring different games from Wizards of the Coast's portfolio to one of esports' most recognisable jerseys.

Kicking off the collaboration is *Exodus*, the upcoming story-driven sci-fi action RPG developed by Archetype Entertainment, a Wizards of the Coast studio, as the first game to feature on G2's Counter-Strike jersey. The Exodus jersey will make its debut at the Esports World Cup, when G2 takes on M80 from 12:00 PM on August 12, with future designs featuring different Wizards of the Coast titles throughout the long-term collaboration, creating an evolving collection that connects competitive esports with gaming culture.

Bringing together one of esports' most recognisable organisations with one of the world's most celebrated game publishers, the partnership reflects a shared passion for gaming and the communities that make it special. By combining G2's influence at the heart of competitive esports with Wizards of the Coast's portfolio of acclaimed games, the collaboration explores new ways to celebrate gaming culture beyond gameplay, creating experiences that resonate with fans both in and outside of competition.

"The best partnerships are the ones that make sense without needing much explanation," said Alban Dechelotte, CEO of G2 Esports. "Our fans love games, Wizards of the Coast has been creating games people care about for decades, and this collaboration is a natural way to bring those worlds together. We're excited to start with EXODUS and build from there."

"G2 and Counter-Strike were the obvious fit for Wizards of the Coast", said Mark Cox, Senior Director of Regional Marketing at WoTC. "As few teams shape how fans experience gaming the way G2 and its players do. We're excited to bring Exodus into that world and meet players where they already are."

For over a decade, G2 has continued to push the boundaries of what an esports organisation can do, expanding beyond competition through collaborations spanning gaming, entertainment, fashion and lifestyle. From partnerships with Ralph Lauren, One Piece and Solo Leveling, to launching initiatives such as the G2 Performance Lab and original webtoon Red Aura, G2 continues to create experiences that connect with fans both in and beyond esports.

ABOUT G2

G2 stands as the foremost esports organization globally, renowned for its dominance in major tournaments, industry accolades, and captivating partnership collaborations. With a dedicated fanbase exceeding 40 million globally, G2 has solidified its position as a trailblazer in the esports industry. For further information, please visit <https://g2esports.com>.

About Wizards of the Coast

Wizards of the Coast develops and publishes legendary games that inspire creativity, forge friendships and build communities of global fans. A division of Hasbro, a leading games, IP and toy company (NASDAQ: HAS), Wizards delivers premium experiences for gamers across tabletop, video games, and digital platforms based on both new and time-honored brands, including its best-known franchises *Magic: The Gathering* and *Dungeons & Dragons*, and from Hasbro's unparalleled portfolio of thousands of iconic marks.

Wizards' diverse studio network includes first-party developers Archetype Entertainment, Invoke Studios, and Skeleton Key as well as co-venture and license partners. Headquartered in Renton, Washington, Wizards fosters world-class talent to create unforgettable play experiences on all platforms. To learn more about Wizards, visit <https://company.wizards.com> or follow Wizards of the Coast on LinkedIn.