

Alara Reborn™

April 30, 2009

Magic: The Gathering®



Pre-order Date: March 20, 2009

Release Date: THURSDAY April 30, 2009

The birth of one world. The death of five.

Product Type: Trading Card Game
Target Audience: Magic™ players. Age 13+.
Packaging: See Ordering Information for SKU breakout (last page).

KEY SELLING POINTS

- *Alara Reborn* is solid gold! Multicolored or 'gold' cards are among the most popular set themes, and every single card in Alara Reborn is gold. It will be the first set in the history of Magic: The Gathering to be 100% multicolored.
 - *Alara Reborn* is the third and final set in the *Shards of Alara*™ block. *Alara Reborn* represents the culmination of schemes set in motion by the Planeswalker Nicol Bolas. As the five shard worlds smash together, untold power is unleashed in the chaos.
 - *Alara Reborn* expands on the mechanics introduced in *Shards of Alara* and introduces new mechanics.
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SET SIZE AND PRODUCT OFFERINGS

- 145 black-bordered cards (10 Mythic Rare, 35 rare, 40 uncommon, 60 common)
- *Alara Reborn* will be sold in Booster Packs, Intro Packs, & Fat Packs (Fat Packs contain 8 booster packs).
- Intro packs are a new SKU introduced with *Shards of Alara*. Each Intro Pack contains a ready-to-play 41 card deck, 1 Booster pack, a strategy insert, and a Magic the Gathering rules insert for new players. Each deck comes with two rare cards, one of which is a premium foil rare card that is visible through the front of the box. There are 5 different Intro Packs in *Alara Reborn*, packed 5 per box.
- The worldwide release of *Alara Reborn* will be **Thursday April 30th**. The release date was moved forward 1 day in observance of international Labor Day (May 1st).

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SET SIZE AND PRODUCT OFFERINGS (continued)

- A new paperback novel by Doug Beyer will be released on May 5, 2009. *Alara Unbroken* will tell the full story of the *Shards of Alara™*, *Conflux™*, and *Alara Reborn™*, focusing on the planeswalker characters introduced in the block.

MARKETING SUPPORT

Organized Play

- Worldwide Pre-release Tournaments
- Worldwide Launch Parties
- *Alara Reborn* cards are legal in Constructed OP events immediately upon release (April 30, 2009).

Promotions

- In store merchandising program beginning early-April. Materials will include: sell sheets, posters, and other POP.
- Different rare foil promo cards will be given out with participation at Prerelease and Launch Parties.

High-Frequency Advertising

- Internet Advertising will be used between the months of March-April on sites like: Penny Arcade, Fark, UGO, IGN, PVP, Warcry, Stratics, iFilm, and Adult Swim.
- Magicthegathering.com
 - Dedicated *Alara Reborn* mini-site launch in March.
 - Teaser content such as card images and artwork will be released before the prerelease to begin hype for the set.
 - Mechanical teaser content in the forms of prerelease articles that tease the new cards of the set begin 4 weeks before street date.

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Ordering Information

For WIZARDS OF THE COAST ordering information please contact your authorized Distributor or your Premier Store Representative. For Distributor information or to set up an account contact the Merchant Relations Team by phone at 800-821-8028 or email at retailhelp@wizards.com. Premier Stores can call 800-564-1636. For additional information about *Magic: the Gathering*® visit our website at www.magicthegathering.com

Item	Contents	Product Code	UPC	ISBN	MSRP	Size	Weight
Booster	15 cards	251100000	6 53569 37176 2	978-0- 7869- 5168-0	3.99	2.56" x4.75" x0.18"	0.06 lbs
Booster Display	36 boosters	XXXXX	6 53569 37177 9	978-0- 7869- 5169-7	143.64	7.93" x2.68" x4.93"	2.36 lbs
Booster Master Carton	6 displays	XXXXX	XXXXX	XXXXX	861.84	6.12" x15.37" x8.56"	16 lbs
Intro Pack	1 premium card, 40-card deck, 1 booster, learn-to-play insert, 1 Strategy insert	251110000	6 53569 37214 1	978-0- 7869- 5174-1	12.29	3.81" x6.87" x1.06	0.35 lbs
Intro Pack Display	5 Intro Packs	XXXXX	6 53569 37215 8	978-0- 7869- 5174-1	61.45	7.18" x6.87" x3.93"	1.9 lbs
Intro Pack Master Carton	6 displays	XXXXX	XXXXX	XXXXX	368.7	8.12" x20.87" x7.25"	13 lbs
Fat Pack	8 boosters, card box, player's guide, learn-to-play insert, land pack, an excerpt from "Alara Unbroken"	251130000	6 53569 37219 6	978-0- 7869- 5181-9	34.99	3.5" x6.43" x7.43"	1.8 lbs
Booster Blister	1 booster	251120000	6 53569 37218 9	978-0- 7869- 5180-2	3.99	4.31"x 8"x 0.37"	0.08 lbs