
Magic: The Gathering[®]

TENTH X EDITION

CORE SET

Pre-order Deadline: June 15, 2007

Product Release Date: July 13, 2007

Tenth Edition is the “Greatest Hits” of Magic, featuring some of the best and most popular cards of all-time. As a Core Set *Tenth Edition* sets the standard for *Magic*, is the ideal entry point for new players, and forms the backbone of constructed tournament play.

Key Selling Points

Black Borders – For the first time since 1993 the entire run of the Core Set will have black borders. This is a huge change and one that players are very excited about.

New Art – As always the Core Set brings amazing new art to old favorites, from Incinerate to Nekrataal to Lord of the Pit.

More Power – Tenth Edition may be the best place for a new player to start but it's by no means a beginner set. With powerful cycles incredible combo cards, and a few things players never thought we'd reprint, Tenth Edition is the most exciting Core Set since Alpha.

SET SIZE AND PRODUCT OFFERINGS

- 383 black-bordered cards (121 rare, 121 uncommon, 121 common, 20 basic lands).
 - Booster Packs, Theme Decks, & Fat Packs.
 - The redesigned 2 Player Starter game uses Tenth Edition Product to teach Magic: the Gathering.
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MARKETING SUPPORT

Organized Play

- Worldwide Release Tournaments (July 13-15, 2007)
- Magic Game Day Event in US/Canada on July 14
 - Promo Card for participants (while supplies last)
 - Types of play include: league, mini-master, and sealed deck with prizes.
 - Scavenger hunt: prizes for bringing in classic Magic memorabilia.
- *Tenth Edition* cards are legal in Constructed OP events starting July 20, 2007.

Promotions

Tenth Edition

July 13, 2007

- In store merchandising program beginning early-June. Materials may include: sell sheet, bags, and posters.
- Foil card at Release Events.

High-Frequency Advertising

- Advertising will direct to both *Tenth Edition* product and the Game Day event.
- Print Advertising will be used between the months of May-June in magazines like: *Comics and Games Retailer*, *Card Trade*, *Game Buyer*, *ICV2*, *Game Quarterly Catalog*, *Inquest*, *Scrye*, *Beckett Magic*, and *Game Trade*.
- Internet Advertising will be used between the months of April-July on sites like: Penny Arcade, Fark, UGO, IGN, PVP, Warcry, Stratics, iFilm, and Adult Swim.
 - magicthegathering.com
 - Teaser content such as images before the release to begin hype for the set.
 - playmagic.com
 - Driving new players to *Tenth Edition* product.

Tenth Edition

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Item	Contents	Product Code	UPC	ISBN	MSRP	Size	Weight
Booster Pack	15 cards	959900000	6 53569 19621 1	978-0-7869-4321-0	3.99	2.56" x4.75" x0.18"	0.06 lbs
Booster Display	36 booster packs	XXXXX	6 53569 196228	XXXXX	143.64	7.93" x2.68" x4.93"	2.36 lbs
Booster Display Master Carton	6 displays per carton	XXXXX	XXXXX	XXXXX	861.84	6.12" x15.37" x8.56"	16 lbs
Theme Deck	40 cards	959920000	6 53569 19671 6	978-0-7869-4327-2	8.99		
Theme Deck Display	15 theme decks	XXXXX	6 53569 19672 3	XXXXX	134.85	8" x3.75" x4.75"	3.5 lbs
Theme Deck Display Master Carton	6 displays per carton	XXXXX	XXXXX	XXXXX	809.10	8" x14.75" 8.5"	21.7 lbs
Booster Blister Pack	1 blistered booster pack	959930000	6 53569 19681 5	978-0-7869-4330-2	3.99	4.31" x8" x0.37"	0.08 lbs
Booster Blister Display	24 blistered booster packs	XXXXX	XXXXX	XXXXX	95.76	7.5" x8.5" x4.5"	2.33 lbs
Booster Blister Display Master Carton	6 booster blister displays	XXXXX	XXXXX	XXXXX	574.56	8.87" x15.75" x14.25"	15.38 lbs
Fat Pack	6 boosters, 1 lifecounter, 1 player's guide, 40 card land pack, 1 random pro player card, 2 card boxes, 6 plastic card dividers	959940000	6 53569 19682 2	978-0-7869-4331-9	34.99	7.37" x4.37" x7.62"	1.93 lbs
Fat Pack Master Carton	6 fat packs	XXXXX	XXXXX	XXXXX	209.94	7.62" x9.12" x20.5"	12.62 lbs
2 Player Starter Game	2 boosters 20 card land pack, learn to play insert, ProPlayer Card	959910000	6 53569 19655 6	978-0-7869-4324-1	9.99	5.87" x5.25" x5"	0.42 lbs
2 Player Starter Game Display	5 Starter Games	XXXXX	6 53569 19656 3	XXXXX	49.95	6.06" x5.25" x5.37"	2.4 lbs
2 Player Starter Game Master Carton	6 Starter Game Displays	XXXXX	XXXXX	XXXXX	299.70	11" x6.5" x16.5"	16 lbs