

CRYPTOZOIC™
ENTERTAINMENT

Order Due Date: 4/11/13

Release Date: Late June/Early July 2013

World of Warcraft® TCG Set 21

Timewalkers: Reign of Fire

Contents Summary:

- Card set total 232 (70C, 60U, 30H, 60R, 12E)
- 16 Cards per pack, includes 15 game cards (10C, 4U, 1R or E) and 1 hero or crafting/token card/rules tip (Loot™ cards randomly inserted—replaces hero/crafting/token)
- 3 Different Loot cards (1C, 1U, 1R)
- 36 Packs per display
- 12 Displays per case

Key Selling Points

- The final set of the *Timewalkers* block depicts the era of *Warcraft 3*, as players get to see even more legendary characters from *Warcraft* lore!
- Unleash the vast demonic of the Burning Legion with the new **Portal** keyword, putting swarms of demonic minions in under your command! Enlist the aid of the new master hero, Medivh the Prophet, as the former Guardian seeks to atone for his grand betrayal of Azeroth.
- Even more new Humans, Night Elves, Orcs, and Tauren to add to your racial decks!
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- Loot cards
 - Common: TBD
 - Uncommon: TBD
 - Rare: TBD
- 36-pack display supports eight-person Draft tournament play out of one box.

Marketing Support






- Online media advertising to hobby distributors via **ICV2.com**

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- Promoted at World of Warcraft Trading Card Game events (e.g. Darkmoon Faires) and consumer trade shows (including Penny Arcade Expo, GenCon, and Blizzcon) globally throughout the year.
- Expanded product page and presence on **WoWTCG.com** and the World of Warcraft TCG Facebook page and Twitter feed that will feature:
 - Exclusive card reveals leading up until launch that will build product anticipation
 - Weekly articles by the **WoWTCG.com** content staff that will preview content and strategies related to the upcoming set
 - Special promotions and announcements via social media outlets
- Supported by a promo card sales incentive 6 weeks before street date—only in hobby stores
- Coordinated efforts with Blizzard Licensing, PR, and Community teams to extend product outreach to the Blizzard and *World of Warcraft* player communities via announcements and special promotions


Ordering Information:

Item Description	Contents	UPC	ISBN	MSRP	Preliminary Dimensions
English Hobby Pack	16 cards per Pack, (randomly inserted Loot card displaces Hero card)	 8 15442 01619 5	978-1-61768-243-8	\$3.99	4 ¾" x 2 ½" x ¼"
English Hobby Display	36 packs per Display	 8 15442 01620 1	978-1-61768-244-5	\$143.64	8"x5"x3"
English Hobby Case	12 Displays per Case	 8 15442 01621 8	NA	\$1,723.68	16.625" x 10.625" x 7.5" 25 lbs
Mass Retail Blister	1 Booster pack per Blister	 8 15442 01628 7	978-1-61768-297-1	\$3.99	8" x 4 ¼" x ¼"
Mass Blister Sub Shipper	20 Blisters per Sub Shipper	 8 15442 01629 4	NA	\$79.80	8 5/8" x 7- 1/4" x 3 15/16"

Mass Blister Case	12 Sub Shippers per Case	 8 15442 01630 0	NA	\$957.60	18" x 15 1/4" x 13 15/16" 30.9 lbs
Walmart Blister	1 Pack per Blister	 8 15442 01631 7	978-1-61768-298-8	\$3.99	4 3/4" x 2 1/2" x 1/4"
Walmart Blister Case	250 Bulk Packs/Case	 8 15442 01632 4	NA	\$997.50	
Italian Hobby Pack	16 Cards per Pack (randomly inserted Loot card displaced Hero card)	 8 15442 01622 5	978-1-61768-295-7	€3.99	4 3/4" x 2 1/2" x 1/4"
Italian Hobby Display	36 Packs per Display	 8 15442 01623 2	978-1-61768-296-4	€143.64	8"x5"x3"
Italian Hobby Case	12 Displays per Case	 8 15442 01624 9	NA	€1,723.68	16.625" x 10.625" x 7.5" 25 lbs
Chinese Hobby Pack	16 Cards per Pack (randomly inserted Loot card displaced Hero card)	 8 15442 01625 6	NA		4 3/4" x 2 1/2" x 1/4"
Chinese Hobby Display	36 Packs per Display	 8 15442 01626 3	NA		8"x5"x3"

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Chinese Hobby Case	12 Displays per Case	 8 15442 01627 0	NA		16.625" x 10.625" x 7.5" 25 lbs
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