

RRP-WPN merge : Q&A

- **Why, after 31 December 2011, can I no longer redeem my Mana Points for product, but can still redeem my Mana Points for promotional items until 1 July 2012?**

We feel that the great promotional items we now offer through the improved WPN support you better in developing new contacts into Magic players. The WPN is now delivering the same great promotional materials that were available through the RRP – not only in terms of great POP, but in product support for events like Prereleases and Magic Celebration – and are therefore the best way to help you focus on developing new contacts into Magic players. We believe this makes the promotional items worth far more to you than the product you could receive by redeeming your Mana Points through the RRP.

- **Until when can I earn Mana Points?**

You can collect Mana Points until December 31st 2011. The way Mana Points can be earned has not changed.

- **Until when can I still redeem my remaining Mana Points ?**

You can redeem your Mana Points for product until December 31st 2011 and for promotional items until July 1st 2012. Check the MyManaPoints website regularly for new promotional items available. From July 2nd, 2011 all Mana Points will expire and no longer be redeemable.

- **I liked that we could choose between product redemption and promotional items redemption. Can I continue to with this option?**

Until December 31st 2011, you can continue choosing whether you redeem your Mana Points for product or promotional items. Between January 1st 2012 and July 1st 2011, you can only continue redeeming your Mana Points exclusively for promotional items. July 2nd, 2011 all Mana Points will expire and no longer be redeemable. In the future we will not only provide you with great benefits through the WPN, but we will work to improve your program and POP options in the WPN as well!

- **When will my last earned Mana Points be credited to my account ?**

Mana Points are credited to your account once per month - on the 15th of the month after the month you earned your Mana Points in (based on the reports sent to us). For example, the Mana Points that you have earned in October are credited to your account on November 15th.

In December 2011, we will credit Mana Points to your account twice - once on December 1st and once on December 15th, so you receive more flexibility in redeeming your Mana Points before the end of the year.

The last time Mana Points will be credited to your account (if you earned any during December 2011) will be on January 15th 2012.

- **Why are you shifting away from supporting the recruitment of new players?**

We are not – new players are the lifeblood of any store community. We will continue to invest heavily in driving players to your store through Duels of the Planeswalkers, on line campaigns and tools like the Store Locator on our website. We will continue to provide you with tools such as the free sample decks and other programs like Magic Celebration to help you continue to run demos and recruit new players in your store. We feel that the focus of the RRP on acquiring new contacts for the marketing mailings is generally less effective than



the WPN at transitioning those contacts into long term players and consumers of Magic. We want to maximize the quality of each potential customer that comes into your store, and we feel that the WPN is the best way to do that.

- **How will you improve the WPN?**

The high quality POP material that we have produced so far this year (i.e. Operation Impact, Celebration kit and an upcoming Halloween kit) is just a preview of some of the benefits the WPN will bring to you in the future. We are also working hard to bring you innovative new OP programs, like the Magic Launch League, D&D Lair Assault and a number of exciting new activities which we will be announcing as we go through 2012. These are designed to help you offer a great experience to your players which in turn will help to create a more engaged and loyal customer base. With the improved WPN, you'll receive even more support for your store than in 2011. It will just be delivered in a different way than it is currently.

- **How is the store locator better?**

The store locator is now faster, more responsive and makes it far easier for us to deal with any issue you may experience. Go to website (<http://ww2.wizards.com/StoreAndEventLocator/Default.aspx>) and check for your store. If you are not there yet, or if anything is incorrect on your entry, please contact us at wpn@hasbro.be and we will fix it as soon as possible.

