



The Lord of the Rings: Tales of Middle-earth™ Now Available

June 26, 2023

Gather the Fellowship on Tabletop, Arena, Local Game Stores

RENTON, Wash.--(BUSINESS WIRE)--Jun. 26, 2023-- Wizards of the Coast, a division of Hasbro, Inc. (NASDAQ: HAS), has released the highly anticipated Magic: The Gathering set. This Universes Beyond card set combines Magic's deep and strategic gameplay that players love with characters and settings from the classic trilogy from J.R.R. Tolkien for a one-of-a-kind experience in Middle-earth.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20230626833413/en/>



(Graphic: Business Wire)

that Tolkien brought to life in his classic trilogy. Some adventures just can't be contained in one book or one journey.

The pivotal moments of The Lord of the Rings are so powerful, it took multiple cards to depict them in their entirety. Collectors can assemble special combinations of Magic cards to recreate climactic scenes in larger tableaus, like the Battle of the Pelennor Fields at Minas Tirith or Bilbo's Birthday party.

With thematic gameplay, like having any creature become a Ringbearer, this nostalgic tale has been seamlessly integrated into Magic: The Gathering. The story may play out very differently, and the effects of the Ring on your Ringbearer will linger even if someone else claims it.

- **One of One Ring**

The One of One Ring Promotion is an extraordinarily rare promotion only for The Lord of the Rings: Tales of Middle-earth™. The card is mechanically identical to other versions of the card with English text, but this one copy of this premium foil card with raised gold foil will be inserted into an English language Collector Booster pack and printed with 1 of 1 numbering and with Elvish script. The precious One Ring could fall into the hands of any player, presenting a unique opportunity for collectors and fans of the franchise.

- **Sol Ring**

Additional collectable opportunities continue with new Sol Ring art cards featuring the Elven, Dwarven and Human Rings of Power, each with Elvish script and unique framing on the card. As a staple in the Commander format, Sol Ring is one of Magic's most famous and used cards, making these unique versions highly desirable for collectors and players alike.

- **Ringbearer**

With The Lord of the Rings: Tales of Middle-earth™, players will join the Fellowship and relive or create their journey through Middle-earth. Each game is a new adventure, and players will decide whether they bear the burden of The Ring to save Middle-earth or claim its power and cast the realm into shadow.

"Much like The Lord of the Rings, Magic: The Gathering is about fellowship," said Bill Rose, global play lead for Magic: The Gathering. "We can't wait for Magic fans and new players to come together on the journey there and back again through the thematic gameplay that Magic fans all over the world have come to love and appreciate."

Iconic scenes from the Third Age of Middle-earth are brought to life through stunning original art. Each card is a mini masterpiece, providing a new interpretation of the beloved characters, lands, and relics

As the Ringbearer, the One Ring changes the abilities of a creature that has been tempted by its power. It immediately becomes legendary and can't be blocked by creatures with greater power. In time, The Ring's other abilities will provide valuable combat bonuses, increasing in power as The Ring Tempts You mechanic enters into the game through other cards.

- **Celebration Weekend and Arena Play**

The Lord of the Rings: Tales of Middle-earth™ is available now. Local game stores in the Wizards Play Network (WPN) will be hosting key events to celebrate the launch. Participating game stores will welcome new players into the fellowship in a celebration event weekend on July 7-9, so anyone can learn to play Magic in a relaxed environment. All WPN events can be found using the [Wizards Store Locator](#).

The Lord of the Rings: Tales of Middle-earth™ is also available now on Magic:The Gathering Arena in Alchemy and Historic formats.

For more information on The Lord of the Rings: Tales of Middle-earth™, visit <https://magic.wizards.com/en/products/the-lord-of-the-rings-tales-of-middle-earth>.

ABOUT MAGIC: THE GATHERING

Magic: The Gathering's compelling characters, fantastic worlds, and deep strategic gameplay have entertained and delighted fans for 30 years. Fans can experience Magic through the tabletop trading card game, the digital game Magic: The Gathering Arena, a New York Times bestselling novel, and a critically acclaimed comic book series. With more than 50 million fans to date, Magic is a worldwide phenomenon published in more than 150 countries.

ABOUT WIZARDS OF THE COAST

Wizards of the Coast, a division of Hasbro (NASDAQ: HAS), develops legendary games that inspire creativity, spark passions, forge friendships, and foster communities around a lifetime love of games. Wizards delivers compelling experiences for gamers across tabletop and digital gaming through its best-known franchises MAGIC: THE GATHERING and DUNGEONS & DRAGONS and Hasbro's unparalleled portfolio of approximately 1,500 brands. With headquarters in Bellevue, Washington and studios in Austin, Montreal, Raleigh, and Renton, Wizards is dedicated to fostering world class talent to create unforgettable play experiences on all platforms. To learn more about Wizards, please visit <https://company.wizards.com/en> and social channels (@Wizards on Twitter and LinkedIn).

ABOUT HASBRO

Hasbro is a global branded entertainment leader whose mission is to entertain and connect generations of fans through the wonder of storytelling and exhilaration of play. Hasbro delivers engaging brand experiences for global audiences through gaming, consumer products and entertainment, with a portfolio of iconic brands including MAGIC: THE GATHERING, DUNGEONS & DRAGONS, Hasbro Gaming, NERF, TRANSFORMERS, PLAY-DOH and PEPPA PIG, as well as premier partner brands. Hasbro is guided by our Purpose to create joy and community for all people around the world, one game, one toy, one story at a time. For more than a decade, Hasbro has been consistently recognized for its corporate citizenship, including being named one of the 100 Best Corporate Citizens by 3BL Media, one of the World's Most Ethical Companies by Ethisphere Institute and one of the 50 Most Community-Minded Companies in the U.S. by the Civic 50. For more information, visit www.corporate.hasbro.com.

ABOUT MIDDLE-EARTH ENTERPRISES

Middle-earth created by J.R.R. Tolkien is the definitive, deepest, richest and most beloved fantasy world of our time. As its stewards and custodians, our goal is to consistently deliver a wealth of great content in both new, and known formats; to ensure Middle-earth's rightful place as the world's leading fantasy IP and brand, forever. Inspired by our deep appreciation for the fictional world created by Professor Tolkien, we are dedicated to working with those providing highest quality products in accordance with best green business and sustainability practices, including fair trade, equality in the workplace, and a commitment to protect our earth, its wondrous beauty and the viability of every living creature. Middle-earth Enterprises was acquired by the Embracer Group in 2022, and has been producing and licensing films, merchandise, electronic games, services, and live stage productions based upon The Lord of the Rings and The Hobbit books, for more than four decades. www.middleearth.com.

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Source: Wizards of the Coast