In article number 2109144, Jae Hoon Kim, Je-Geun Park, and co-workers report a new exciton in multiferroic NiI₂, consisting of a 2D triangular lattice. This newly discovered exciton is not only magnetic but also quantum entangled. When an electron and hole combine via a transition between two quantum-entangled states, it produces a bright reddish light of 1.384 eV.