



HOBBY
2017

THE WALKING DEAD

FEATURING
THE ENTIRE
6TH SEASON
IN ONE CARD
SERIES



SEASON 6
TRADING CARDS

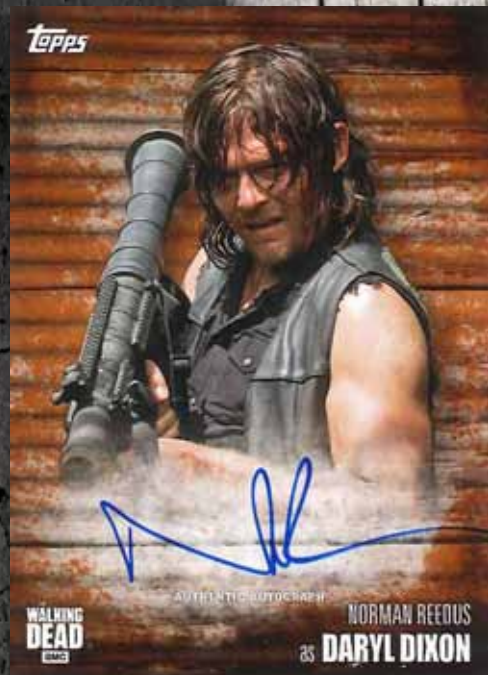
IN STORES JUNE 2017

**TWO HITS PER HOBBY BOX!
ONE GUARANTEED AUTOGRAPH PER BOX!**

**NEW CHARACTERS AND INSERTS!
NEW AUTOGRAPH SIGNERS!**



Base Card



Autograph Card - Rust Parallel



HOBBY
2017

THE WALKING DEAD

amc

THE WALKING DEAD

**FOUR YEARS AS #1
AND STILL GOING STRONG!**

- 2015 marks the 4th consecutive year as the #1 TV Show!
 - Also 4 Years for ages 18-34
 - 2 Years in a row among ages 25-54

Source: Nielsen. 15/16 t-d, Prime Programs (M-Su 8p-11p), excl sports, specials and repeats.

SOCIAL MEDIA

- 3.6M+ Instagram followers
- 3.98M+ Twitter followers
- 33.5M+ Facebook followers

The Walking Dead is the #1 TV series on Twitter for 2 years in a row!
The Season 6 mid-season finale overall Twitter conversation reached an estimated 5 billion impressions!



2017

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SEASON 6 TRADING CARDS

BASE CARDS

100 BASE CARDS TELL THE ENTIRE STORY OF SEASON 6



Base Card



Base Card- Blood Parallel

6 Parallels to Chase:

- Rust: 1 per pack
- Mud #’d to 50
- Mold #’d to 25
- Sepia #’d to 10
- Blood #’d 1 of 1
- Printing Plates #’d 1 of 1



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SEASON 6 TRADING CARDS

INSERT CARDS

3 INSERTS TO CHASE

6 Parallels to Chase: **NEW!**

Character Cards
Walkers
Chop – **NEW!**

- Rust #'d to 99
- Mud #'d to 50
- Mold #'d to 25
- Sepia #'d to 10
- Blood #'d 1 of 1
- Printing Plates #'d 1 of 1



Walkers Card



Chop Card



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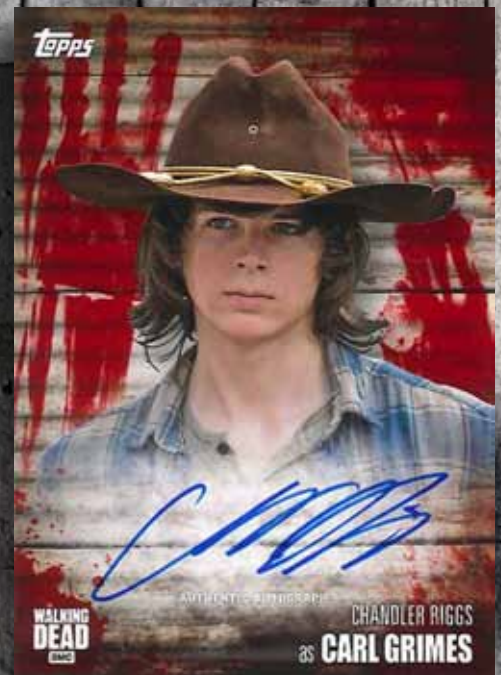
SEASON 6 TRADING CARDS

AUTOGRAPH CARDS

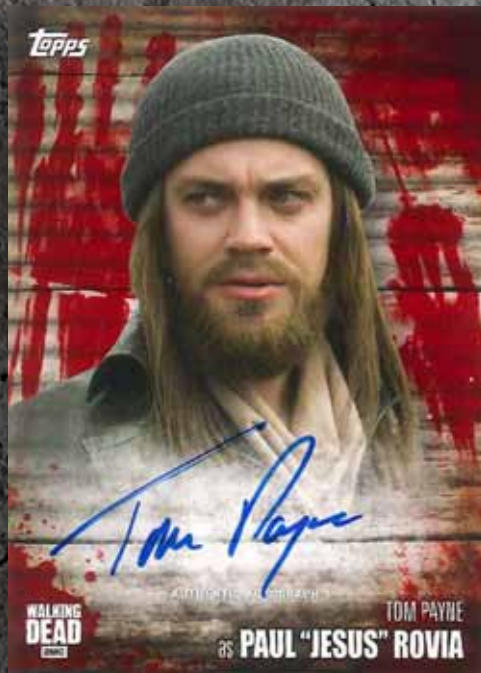
5 Parallels to Chase:

- Rust #'d to 99
- Mud #'d to 50
- Mold #'d to 25
- Sepia #'d to 10
- Blood #'d 1 of 1

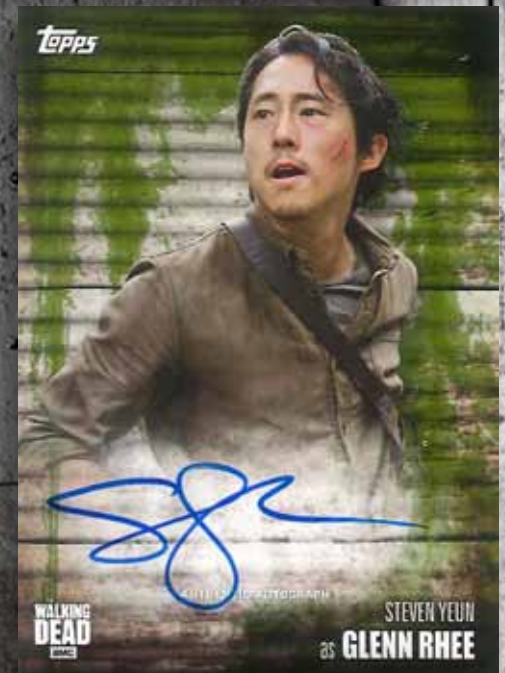
Autograph Card – Blood Parallel



Autograph Card – Mold Parallel



Autograph Card – Blood Parallel



Autograph Card – Mold Parallel



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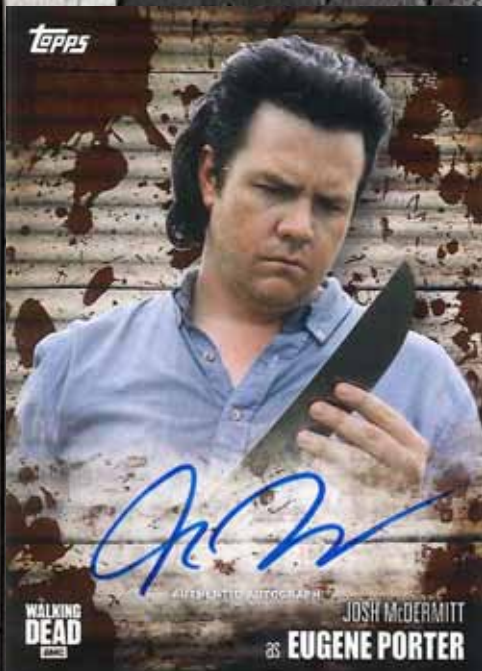
SEASON 6 TRADING CARDS

AUTOGRAPH CARDS

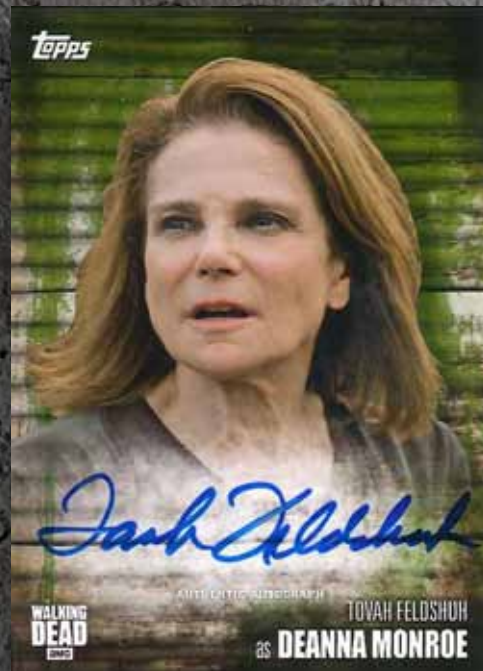
Confirmed Signers Include:

- Jeffrey Dean Morgan
- Norman Reedus
- Danai Gurira
- Steven Yeun
- Michael Cudlitz
- Chandler Riggs
- Tom Payne
- Melissa McBride
- Sonequa Martin-Green
- Christian Serratos
- Josh McDermitt
- Tovah Feldshuh
- Alexandra Breckenridge
- Benedict Samuel
- Michael Traynor
- Major Dodson

Autograph Card – Sepia Parallel



Autograph Card – Mud Parallel



Autograph Card – Mold Parallel



Autograph Card – Mud Parallel



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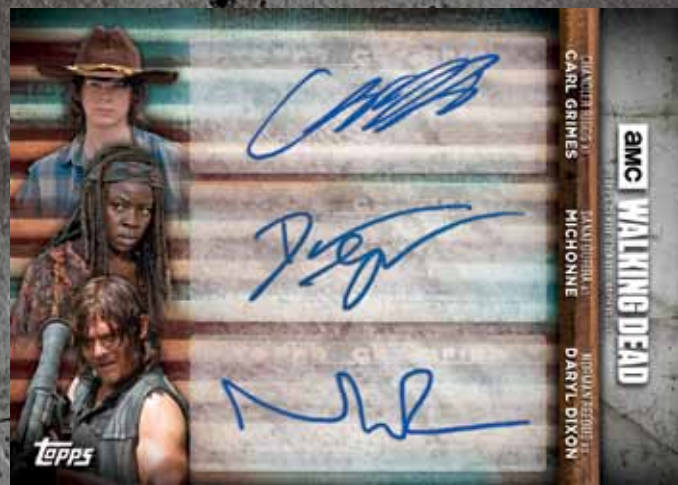
SEASON 6 TRADING CARDS

MULTI-AUTOGRAPHS, SKETCH CARDS & RELICS

- Dual Autographs & Triple Autographs to chase.
With **NEW!** Blood Parallels #’d 1 of 1
- Sketch Cards featuring Season 6 characters
- Relic Cards with Parallels, featuring costumes from the show
- Autographed Relic Cards – **NEW!**



Dual Autograph Card



Triple Autograph Card



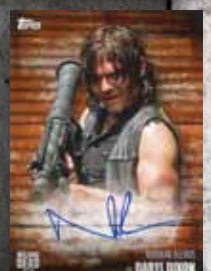
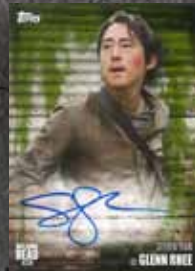
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THE amc WALKING DEAD®

SEASON 6 TRADING CARDS

100 BASE CARDS & 4 INSERTS TO COLLECT!

Two Hits Per Hobby Box
One Guaranteed Autograph Per Box



LOOK FOR TOPPS® THE WALKING DEAD SEASON 6 IN STORES JUNE 2017!



Solicitation subject to change Final odds/actors subject to actual production runs.

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