



2014



COLLECT, TRADE, PLAY!

CONFIDENTIAL



Program Overview

- Bring the Hello Kitty design evolution to life from 1974 to present day through the collectible card market as she shares her celebratory 40 years on trading cards!
- Elements such as sticker scene cards, texture cards, foil cards, and various other technologies will show that trading cards can be a fun collectible for Hello Kitty lovers!
- Mini collector album in the "Carry All Case" will give girls an opportunity to show off their collection, while promoting repeat purchases in order to collect the entire card set.
- Value added items such as mini figures will help break the stereotype of what a trading card can be today!
- Interactive play components include creating a timeline and building a puzzle out of the trading cards!
- Targeted to both young and old Hello Kitty fans, primary target girls 4-8, while reaching out to the hardcore collectors in their teens, 20's and beyond.



Product Line

Trading Card Fun Pack: Foil pack with standard cards (2), sticker scene cards (2), die cut card (1), foil card (1), texture cards (1), one Hello Kitty figure, and folding checklist insert (9 items inside) **MSRP: \$2.99**

Deluxe Trading Card Fun Pack: Foil pack in blister with two times the amount of trading cards found in the Trading Card Fun Pack. Two Hello Kitty figures are included, one is visible within the blister, and the other is blind packaged within the foil pack. (15 items inside) **MSRP: \$4.99**

Carry All Case: Hello Kitty themed vinyl case used to store your card collection or double as a carrying case will contain 2 Trading Card Fun Pack's, a mini-collecting album, and a fold out timeline poster. The carrying case will be clear so consumers can see the contents. (20 items inside carrying case) **MSRP: \$14.99**

Join Hello Kitty in her design evolution through the 1970's to 2000's!
Four decades to collect and trade with friends!





Trading Card Fun Pack

2 Trading Cards

2 Sticker Scene Cards

1 Die Cut Card

1 Foil Card

1 Texture Card

1 Checklist Booklet

1 Hello Kitty Figure



Foil Pack



Trading Cards
Collect all 26!



Sticker Scene Cards
Collect all 26!



Die Cut Card
Collect all 12!



Texture Card
Collect all 12!



Foil Card
Collect all 12!



Checklist Booklet



Hello Kitty Figure
Collect all 5!



Deluxe Trading Card Fun Pack:

4 Trading Cards

4 Sticker Scene Cards

1 Die Cut Card

1 Foil Card

1 Texture Card

1 Bonus Card

1 Checklist Booklet

2 Hello Kitty Figures



Deluxe Fun Pack



Texture Card



Hello Kitty Figure



Trading Cards



Sticker Scene Cards



Checklist Booklet



Foil Card



Die Cut Card

HELLO KITTY® 40th Anniversary

20
Items Inside
Each Case

Carry All Case

1 Carry All Case

2 Trading Card Fun Packs

1 Timeline Poster

1 Mini-Collector Album
(collect all 4)



1 Mini-Collector Album

2 Trading Card Fun Packs

Hangtag



Carry All Case 5" x 7" x 4" wide



8"x 24" Timeline Poster

HELLO KITTY® 40th Anniversary

Packaging



Gravity Feed



Trading Card Fun Pack
(Take Packs out of Gravity Feed
and Hang on Pegs)



Deluxe Blister Pack
(Display Tray Included -
Hang or Place on Shelf)

HELLO KITTY® 40th Anniversary

Peggable!

Packaging



Deluxe Blister Pack
(Includes Display Tray)



**Deluxe Blister Pack
Display Tray**
(Includes 12 Blister Packs)



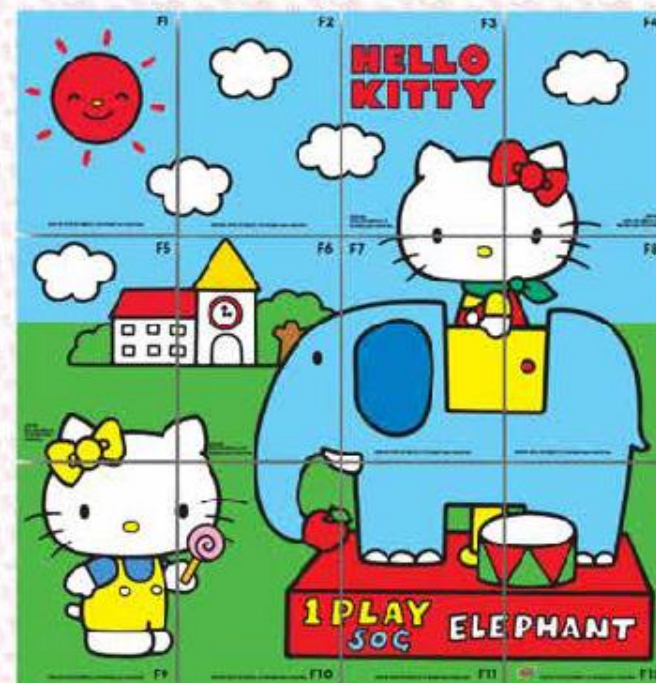
Interactive Play Components

Regular Trading Cards



Create an entire timeline
image out of the
26 trading cards in the collection

Foil Cards



Build a puzzle image out of
the 12 foil cards in the collection