



Product Release Sales Plan



Original Series 2

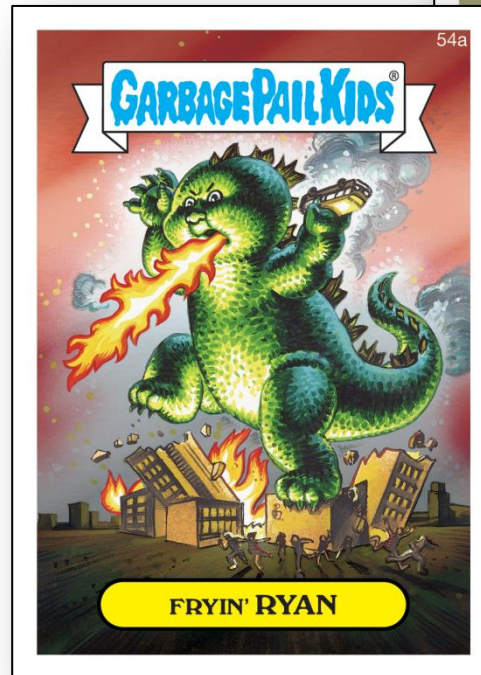
Trading Cards

February 14, 2014



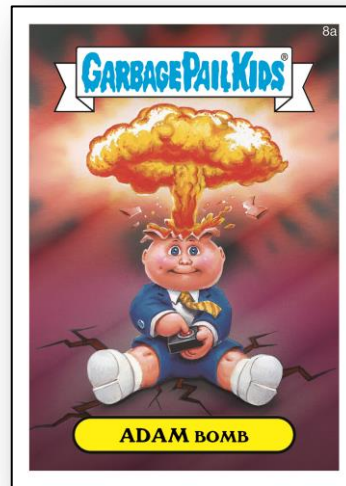
Agenda

- About the Brand
- Consumer
- Product
- Launch Details



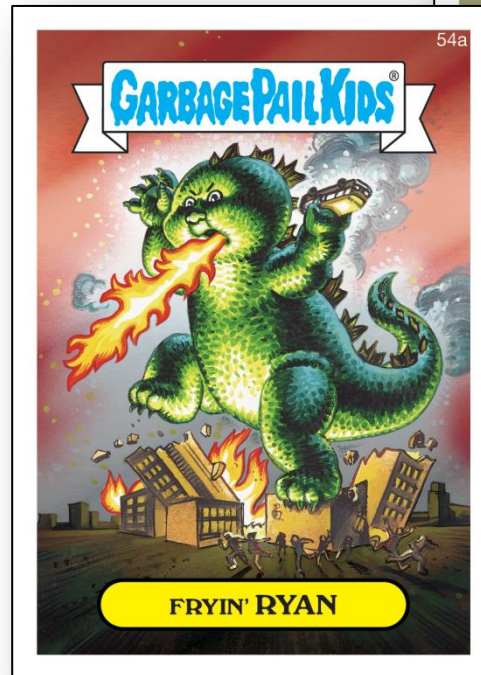
Garbage Pail Kids (GPK) Brand Overview

- **Garbage Pail Kids**
 - A uniquely hilarious group of kids who are as endearing as they are gross. With original hand-painted art, a rich universe of characters, and a heavy dose of wit, Garbage Pail Kids have been delivering laughs **since 1985!**
- **Why We Love GPK**
 - Kids love the fascinating gross-out humor that's unlike anything else they've seen.
 - Adults love the nostalgia of an icon from their youth, and keep coming back for more of the layered humor that ranges from puns to visual gags to parodies.



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Current Fans and Chrome Collectors have unique and overlapping needs that GPK Chrome OS 2 will address

Current Fans & Chrome Collectors Want:

Current Fans Want:

New Content



Artist Concept Sketch

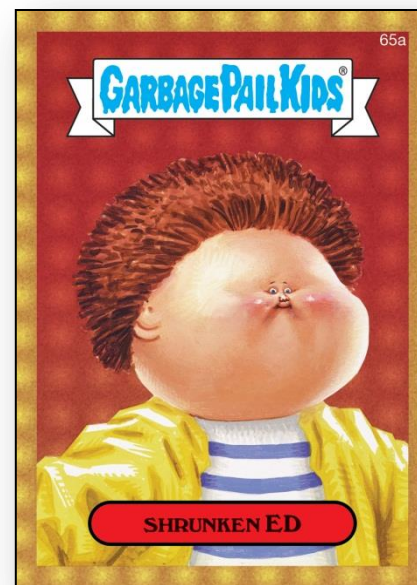
Valuable Cards



Artist Autograph

Chrome Collectors Want:

Refractors

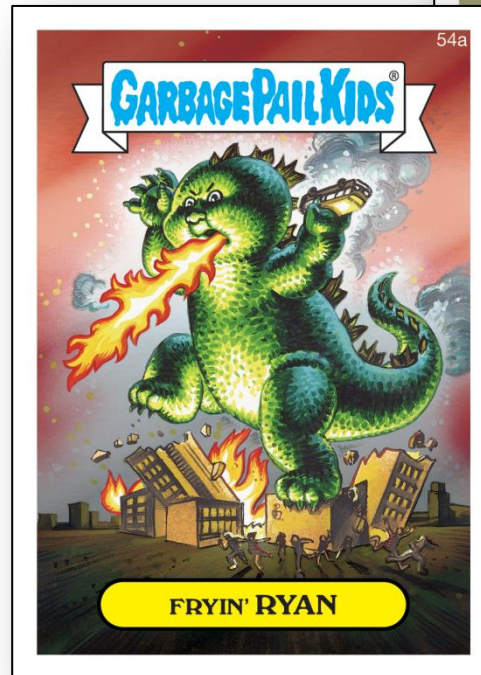


Superfractor Parallel



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In 2014 GPK Chrome OS 2 will re-energize the brand and excite collectors with Chrome technology

Goals

- Leverage GPK legacy and Chrome Technology to drive brand sales and generate incremental volume in the Trading Cards and Collectibles Category
- Establish a product that evokes nostalgia and excites fans with content, valuable hits and classic characters in the Chrome Technology

Strategies

- Appeal to current fans with Chrome Technology and valuable hits
- Excite Chrome collectors with refractor parallels
- Build fan engagement and product awareness with social media, PR, sampling and marketing promotions
- Leverage in-store marketing to increase awareness and maximize sell-through





GPK Chrome OS 2 combines cool throwbacks and modern technology to bring characters to life

GPK Chrome Original Series 2

• 214 Chrome Cards to Collect!

- (84) Original Series 2 Characters – 42 A & B names
- (26) Returning Characters – 13 A & B names
- (84) Chrome Concept Sketch's by original artists – 42 A & B names
- (20) C-Name short prints

• Variety of Refractors Provide Chase for Collectors

- Standard Refractor (1:3)
- Prism Refractor (numbered to 199)
- Black Refractor (numbered to 99) **HOBBY EXCLUSIVE**
- Gold Refractor (numbered to 50) **HOBBY EXCLUSIVE**
- Superfractor (numbered to 1)

• Hits Add Value For Collectors

- Artist Autograph Parallels
- Redemption Cards
- Base Card Printing Plates



Never before seen bonus content and refractors will attract Current Fans and Chrome Collectors

Concept Sketches: 42 pencil art drawings by the legendary Original Series 2 Artist, **John Pound***

C-Name Short Prints: 20 base card characters with a 3rd "C" name on the front

Refractors: Chrome refractor parallels including Prism and **Ultra Rare Superfractor**

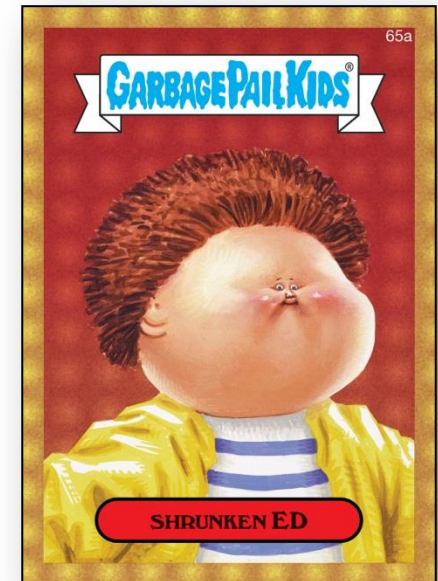
Concept Sketches



C-Name Short Print



Superfractor



**Artist: JOHN POUND has painted art prints, book covers, comics covers, and hundreds of Garbage Pail Kids stickers. He also writes code that draws instant random art books. <http://boingboing.net/2012/03/22/the-most-disgusting-trading-ca.html>*



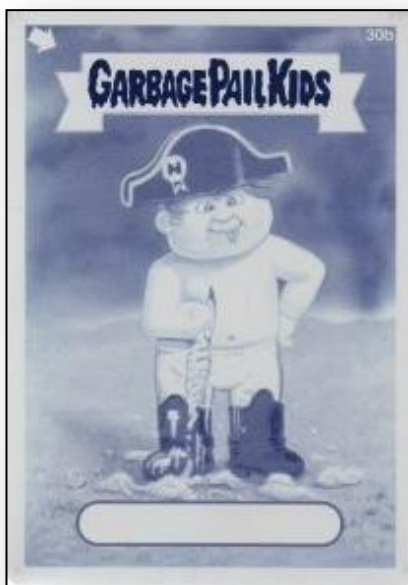
Compelling hits create excitement and provide added value for collectors

Printing Plates: Plates used in the production of GPK Chrome OS2

Artist Autographs: Autographs by the Original Series 2 artist, John Pound!*

Uncut Sheet Redemption Cards: Randomly inserted redemption cards that fans can redeem for rare and valuable prizes, such as uncut refractor sheets

Printing Plate



Artist Autograph



Uncut Sheet



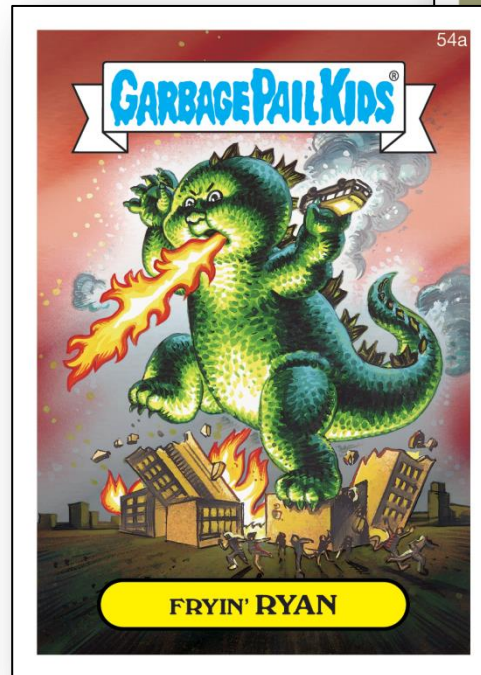
*Available for redemption only

*Artist: **JOHN POUND** has painted art prints, book covers, comics covers, and hundreds of Garbage Pail Kids stickers. He also writes code that draws instant random art books. <http://boingboing.net/2012/03/22/the-most-disgusting-trading-ca.html>



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Product Content: Hobby

- **First Ship:** 7/16/14
- **In Store:** 7/30/14

Product Mix

SKU	SRP
Hobby Pack (4 cards)	\$3.25
Hobby Box (24 single packs)	\$78.00

Refractors

Refractors	Hit Rate (per pack)
Standard Refractor	1:3
Prism Refractor	Numbered to 199
Superfractor	Numbered to 1

Hit Rates (Single Packs)

Insert	Hit Rate
Redemption Cards	50 total
Printing Plates	440 total
Artist Autos	2,200 total

**Quantities subject to change*

Inserts

Insert	Hit Rate
Chrome Concept Sketches	1:3
C-Name Short Prints	1:100



Only in Hobby!

Refractors	Hit Rate (per pack)
Black Refractor	Numbered to 99
Gold Refractor	Numbered to 50



Product subject to change





Product Images: Hobby

Garbage Pail Kids Chrome Original Series 2

Product Line¹ In Stores: July 30, 2014



Hobby Pack
(24 4-card Packs)
\$3.25 SRP



Hobby Box
(24 4-card Packs)
\$78.00 SRP

Artwork Not Final

(1) See Price & Packs for Item Numbers and UPC Codes

