



Product Release Sales Plan



Wacky Packages®

2015 Series

Trading Card Stickers

February 20, 2015



Agenda

- About the Brand
- Product
- Support Plan
- Launch Details



Wacky Packages Brand Overview

- **Hilarious Jokes**
 - With jokes parodying everyone's favorite brands, Wacky Packages is perfect for anyone looking for a laugh!
- **Fun for All**
 - By having a wide variety of jokes, products, categories, and inserts, Wacky Packages provides an engaging experience for kids while still appealing to adults!
- **Endlessly Collectible**
 - Wacky Packages has been thriving for 40+ years with collectable humor and thousands of jokes that have kept kids of all generations and ages excited to see what Wacky will come up with next!



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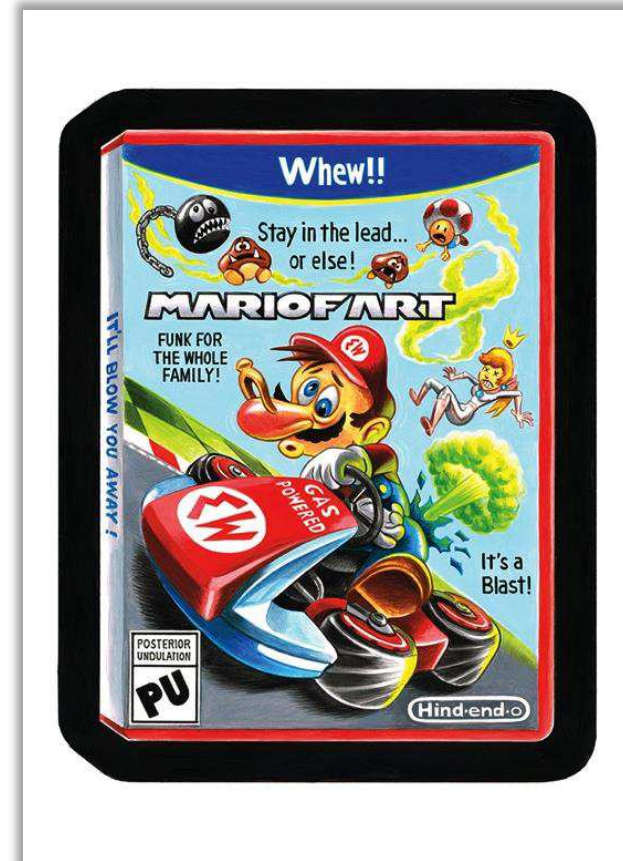
Wacky Packages 2015 Product Highlights

All New Parodies

- Candy
- Snacks
- Toys
- Drinks
- Video games
- And more!

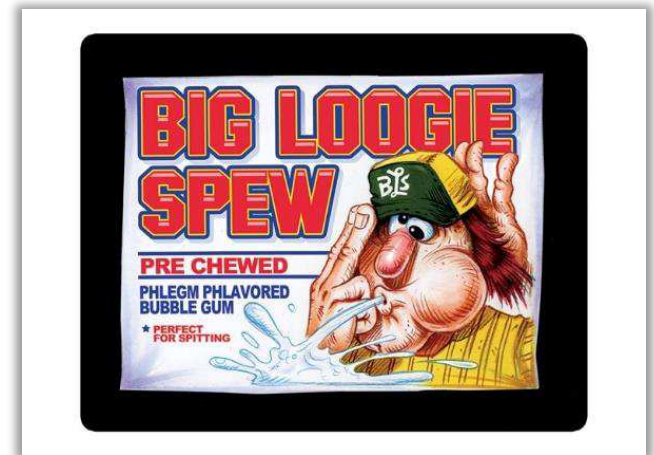
New Subsets!

- Batty Baseball – Parodies of baseball related products
- Crazy Collectibles – Funny products from fads and collectibles
- Coming Soon – Spoofs of upcoming movie, TV, and book launches



Wacky Packages 2015 Product Highlights

New Batty Baseball Subset
appeals to Baseball Card
Collectors and Kids!





Product Overview | Standard Edition

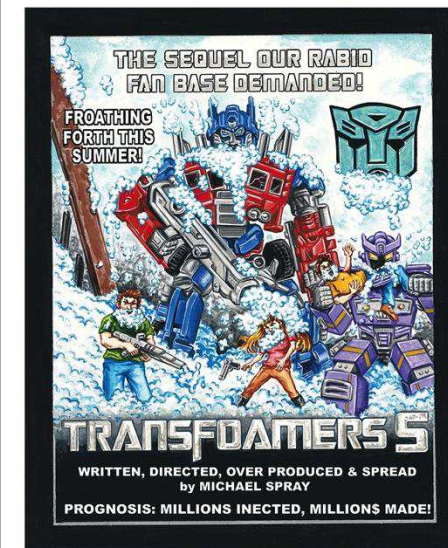
Wacky Packages 2015

(110) Base Cards

- **55 More Base Stickers to Collect than a regular Wacky Release!**
- Card backs feature Puzzles, Coupons, Billboards, Famous Ads **(NEW)** & Checklists
- Subsets:
 - (10) Batty Baseball
 - (5) Crazy Collectibles
 - (5) Coming Soon
- Parallels:
 - Pattern (1 per pack)
 - Silver Border (1:3)
 - Gold Border (25 per subject)
 - Pencil Art Cards (1:24)

Inserts

- (10) Tattoos (1:4)
- Sketch Cards





Product Overview | Collector Edition

Exclusive collectable content, variety and value for hobby consumers

(110) Base Sticker Cards

- 55 More Base Stickers to Collect than a regular Wacky Release!
- Batty Baseball, Crazy Collectibles & Coming Soon subsets

Parallels

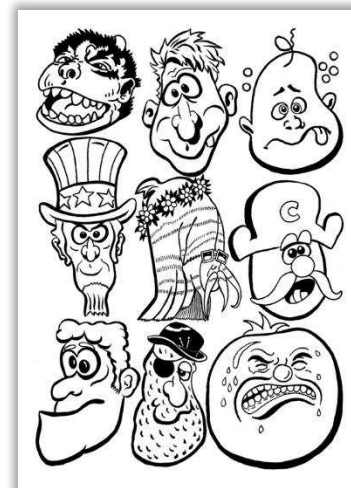
- Gold Border (25 per subject)
- Pencil Art Cards (1:14) – Higher Insert Rate
- Red Metallic Base (1 per pack) – **EXCLUSIVE**
- Black Ludlow (1:14) – **EXCLUSIVE**
- Red Ludlow (1:84) – **EXCLUSIVE**
- Wacky Backs (15 per subject) – **EXCLUSIVE**
- Wood Cards (10 per subject) – **EXCLUSIVE – NEW!**

Hits - COLLECTOR EDITION EXCLUSIVES

- On-Card Artists Autos (15 per base card)
- Shaped Sketch Cards (and non-exclusive standard Sketch Cards)
- Panoramic Sketch Cards – **NEW!**
- Printing Plates (440 total)
- Embroidered Logo Patch Cards (including Rare Variants) – **NEW!**
- “Wardrobe” Card (including Rare & Super Rare Variants) – **NEW!**



Wacky Backs (Front of Card)



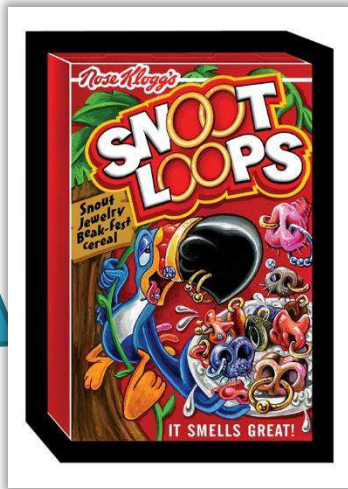
Wacky Backs (Back of Card)



Valuable Hits Adds to the Thrill of Opening Packs



Hilarious Parodies!



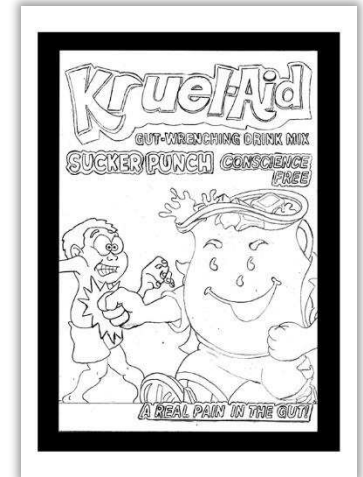
Base Set



Batty Baseball
(subset insert)



Crazy Collectibles
(subset insert)

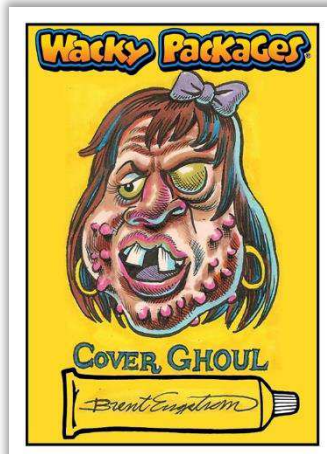


Pencil Drawings

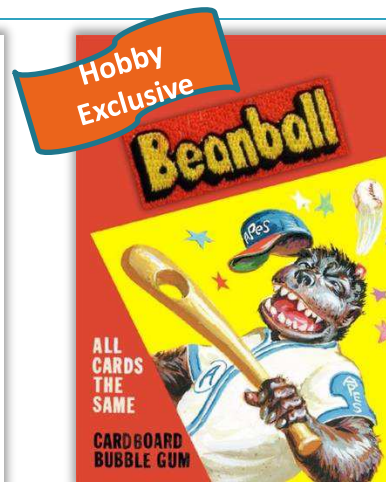
Valuable Hits!



On Card Artist
Autographs



Sketch Cards, Shaped
Sketch Cards & **NEW**
Panormamic Sketch Cards



Embroidered Logo
Patch Cards

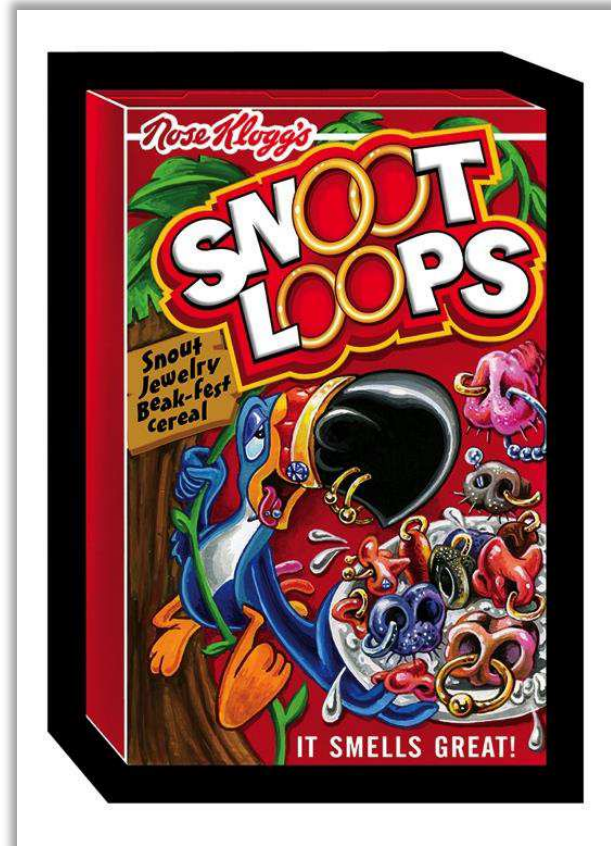


"Wardrobe" Cards



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Leveraging Product Content to Drive Awareness and Sales in Hobby

- **Leverage social media to drive online brand awareness**
 - Posts on Wacky Packages Facebook Page updating collectors with the latest gags and news about Wacky Packages
 - Timing: May – August 2015
- **Sampling**
 - Exploring targeted sampling program at key hobby stores to provide samples directly to kids
 - Timing: Q2 2015
- **Adult Collector Focused Activities**
 - Promo cards at key industry events featuring
 - NYC ComicCon - October 8-11, 2015



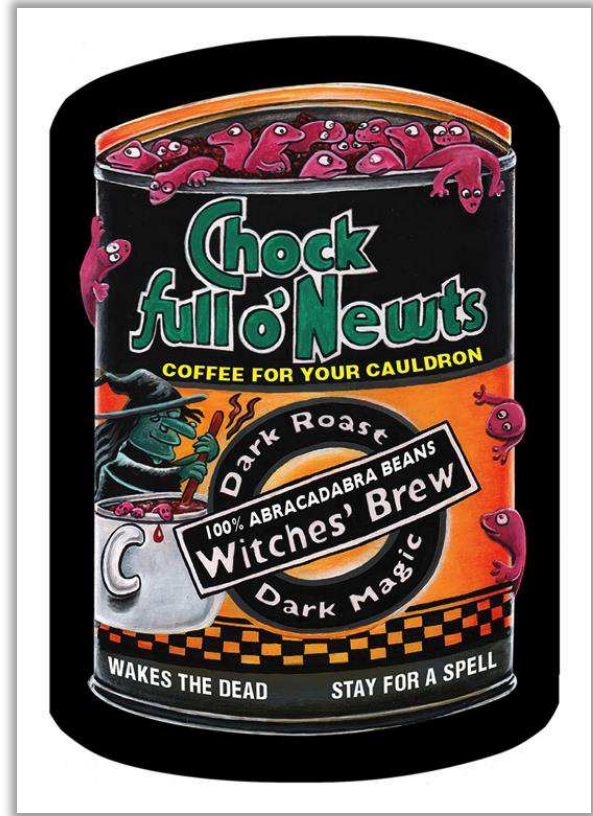
Check it out!!

<https://www.facebook.com/WackyPackages>



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- About the Property
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Product Content: HOBBY CHANNEL

In-Store Date: 6/3/2015

Product Mix: Hobby Box

SKU	SRP
Standard Pack (10 cards/pack)	\$2.49
Hobby Display Box (24 packs)	\$59.76

Standard Pack Inserts & Parallels

Insert	Insertion Rate
Tattoo	1:4 packs
Pattern Parallel	1 per pack
Silver Border Parallel	1:3 packs
Pencil Art Cards	1:24 packs
Gold Border Parallel	2,750 (total for all outlets)
Sketch Cards	2,000 (total for all outlets)





Product Content: HOBBY CHANNEL

In-Store Date: 6/3/2015

Product Mix: Collectors Edition

SKU	SRP
Collector Edition Pack (6 cards/pack)	\$4.99
Collector Edition Box (14 packs)	\$69.86

Hobby Collector Pack Hit Rates	
Insert	Hit Rate
Sketch Card, Shaped Sketch Card, Panoramic Sketch, Printing Plate, Artist Auto, and Patch or "Wardrobe" Card	1 per box

Exclusive

Hobby Collector Pack Exclusive Inserts & Parallels	
Insert	Insert Rate
Pencil Art Card	1: box
Black Ludlow Parallel	1:box
Red Ludlow Parallel	1:case
Gold Border Parallel*	2,750 total
Red Metallic Border Parallel	1:pack
Wacky Backs Parallel	15 per subject
Wood Base Parallel	25 per subject

Bonus

Special Out-of-Pack Insert	
Insert	Insert Rate
Wacky Oversized Billboard	1 per box





Product Images: HOBBY CHANNEL

Wacky Packages 2015

Product Line¹ Release June 3, 2015



Artwork Not Final

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