



Product Release Sales Plan



Wacky Packages Chrome

Trading Cards

February 20, 2014



Agenda

- **About the Brand**

- Product
- Support Plan
- Launch Details

Wacky Packages Brand Overview

- Wacky Packages has been providing hilarious product parody stickers for more than 40 years
- With a timeless sense of humor, Wacky Packages pokes fun at consumerism and favorite brands
- Each card is hand painted giving it a unique look which fans love



Wacky Packages Goes Chrome!



WACKY PACKAGES ORIGINAL SERIES

- The series that launched Wacky Packages
- Massive hit in the late 60's and early 70's
- Brand continues it's popularity today with collectors



TOPPS CHROME

- Top selling Topps Sports card technology
- Premium metallic look rejuvenates heritage cards
- Large variety of refractors adds to collectability



Wacky Packages Chrome



Wacky Packages Chrome
(2014)



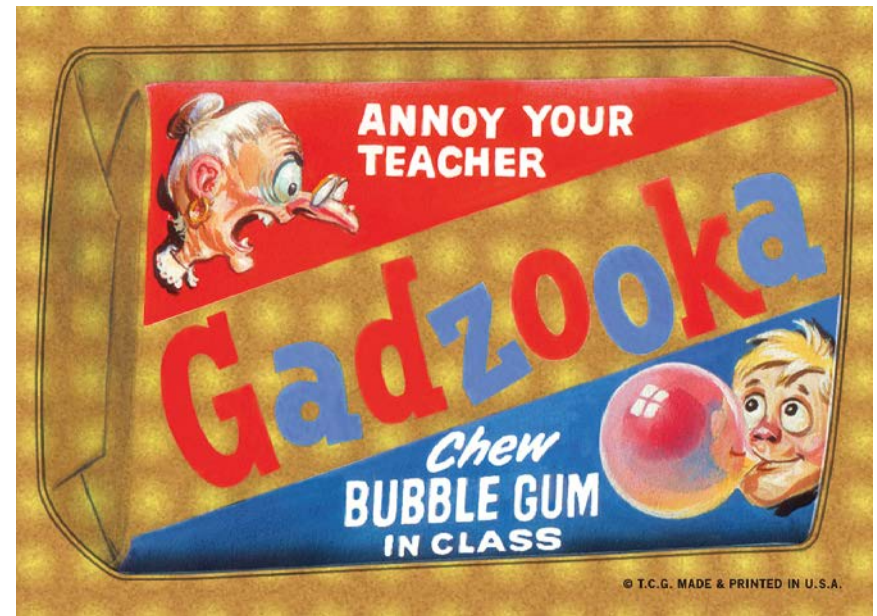
Original Series
(1967)



Chrome Refractors
(1996 – 1st product)

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Experience Wacky Packages Like Never Before

1967 Series: The complete, original 1967 series that started the Wacky Packages craze

1973 Series 2: Continuing the success of the 1st series, the second series was packed full of laughs

1973 Series 3: The third 1973 series was filled with new parodies and was funnier than ever



1967 Series



1973 Series 2



1973 Series 3

Fun parallels and new inserts to collect!

Standard Refractor: This refractor brings amazing new colors to the Chrome cards

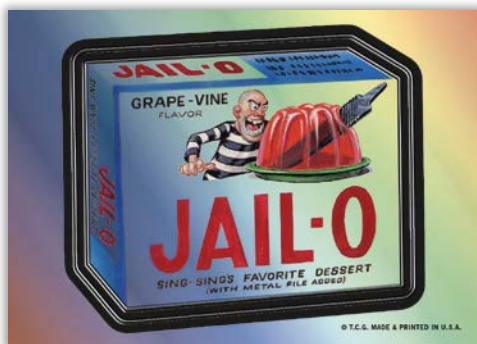
Wacky Ads: A reprint of the complete 1969 Wacky Ads series

Superfractor: This ultra rare, 1 of 1 parallel will be a truly unique and fun card to collect

Cutting Room Floor: Unused concepts from the 70s series that have been completed and printed for the first time

Where Are They Now: Vintage Wackys products are updated to reflect their current packaging design

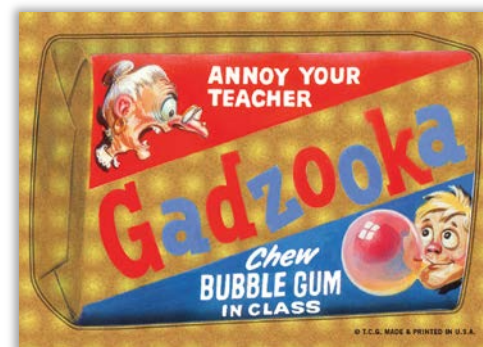
Lost Wackys: Wackys that didn't make it into their original series get printed on Chrome



Standard Refractor



Wacky Ads



Superfractor

Valuable Hits for Collectors

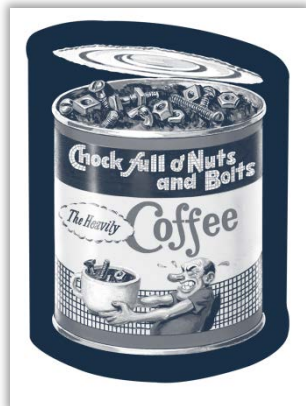
Printing Plates: One of a kind printing plates from the base set

Co-creator Autographs: Wacky Packages co-creator Len Brown autographs on the base cards

Redemption Cards: Redemption cards for rare, uncut sheets of Wacky Packages Chrome

Buy Backs: Repurchased Wacky Packages from the 1967 Series, 1973 Series 2, and 1973 Series 3

Chrome Framed Sketch Cards: Original Wacky artist sketch cards in a Chrome frame



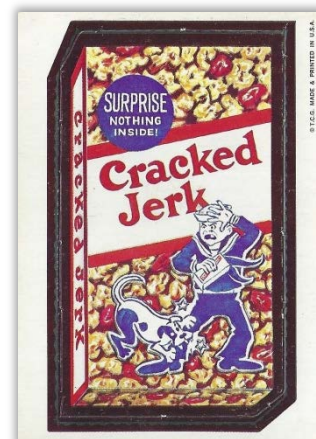
Printing Plates



Co-creator Autographs



Redemption Prizes:
Uncut sheets of
Wacky Packages Chrome



Buy Backs



Sketch Cards

Product Overview



Wacky Packages Chrome

- **110 Chrome Cards to Collect!**
 - (44) Original 1967 Series
 - (33) 1973 Series 2
 - (30) 1973 Series 3
 - (3) Checklist for each series
- **Variety of Refractors Provide Chase for Collectors**
 - Standard Refractor (1:2)
 - Blue Border Refractor (1 of 50 per card) – **Hobby Only!**
 - Gold Border Refractor (1 of 25 per card) – **Hobby Only!**
 - Superfractor (1 of 1 per card)
- **Inserts**
 - (36) Wacky Ads (1:3)
 - (20) Cutting Room Floor (1:4)
 - (10) Lost Wackys (1:6)
 - (5) Where Are They Now (1:8)
- **Exciting Hits Add Value for Collectors**
 - Chrome Framed Sketch Cards
 - Co-creator Autographs
 - Redemption Cards
 - Printing Plates
 - Buy Backs



Color Border Refractors



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Leverage digital media and in-store marketing programs to generate awareness and drive sales

PR and fan outreach

- Media and blogger outreach with card collector and hobby focused media outlets for preview and set coverage
 - Timing: Q2-Q3 2014

Social Media

- Engage with the more than 17 thousand Facebook fans with regular posts
- Build set excitement with previews, polls, and downloadable content
- Leverage Wacky Packages Facebook Community to engage customers
 - Timing: Q2-Q3 2014

Check it out!!



www.facebook.com/WackyPackages

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Product Content: HOBBY CHANNEL

In Store: 7/23/2014

Product Mix

SKU	SRP
Single Pack (4 Cards)	\$2.99
Hobby Box (24 packs)	\$71.99

Hit Rates (Single Packs)

Insert	Hit Rate
Buy Backs	75 total
Redemption Cards	50 total
Printing Plates	440 total
Co-creator Autos	1100 total
Sketch Cards	2000 total

Inserts

Insert	Hit Rate
Wacky Ads	1:3
Cutting Room Floor	1:4
Lost Wackys	1:6
Where Are They Now	1:8

Refractors

Refractors	Hit Rate (per pack)
Standard Refractor	1:2
Superfractor	1 of 1 per card

Only at Hobby Stores

Refractors	Hit Rate (per pack)
Blue Border Refractor	1 of 50 per card
Gold Border Refractor	1 of 25 per card

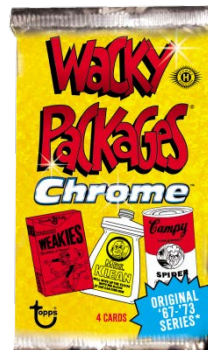




Product Images: HOBBY CHANNEL

Wacky Packages Chrome

Product Line¹ In Stores: July 23, 2014



Single Pack
(4 Cards Per Pack)
\$2.99 SRP

Hobby Box
(24 Packs)
\$71.99 SRP

Artwork Not Final

See Price & Packs for Item Numbers and UPC Codes

