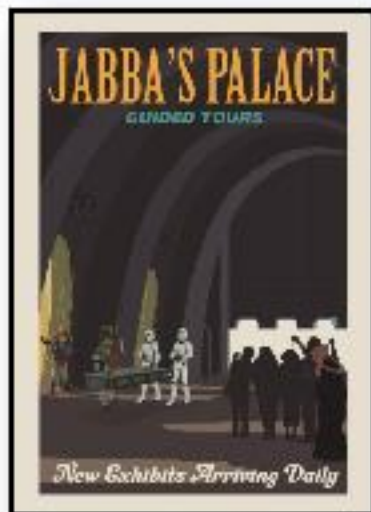


Star Wars Set Collectors and Hit Seekers have overlapping and unique needs



Set Collectors Need:

Unique Inserts



Travel Poster Insert

Set Collectors & Hit Seekers Need:

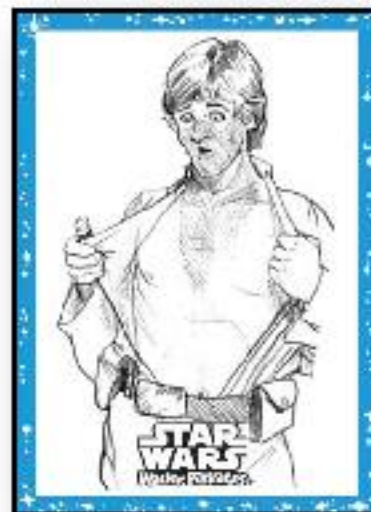
Rare Chase Cards



Gold Star Field Parallel

Hit Seekers Need:

Hit Value



Sketch Card



Star Wars Wacky Packages combines the epic saga of Star Wars with the witty humor of Wacky Packages

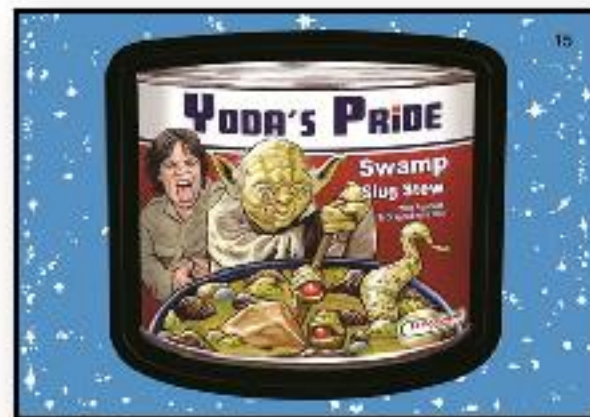
PRODUCT OVERVIEW: Star Wars Wacky Packages is a brand new humor-based card set that uses parody to poke fun at the Star Wars universe. Based on Wacky Packages styled humor, Star Wars Wacky Packages will feature fictional consumer goods on trading cards as if they were real products in the Star Wars universe. Some joke products include Chewbacca Hair Gel, Yoda's Swamp Stew and Beru's Blue Milk. Star Wars Wacky Packages is sure to be a hit with kids and adults.



Yoda



Wacky Packages



Star Wars Wacky Packages



Multiple levels of chase and exclusive content drive sales at hobby shops



142 Cards Show A New Star Wars Universe

- (100) **Base Stickers** – 50 images with A and B backs
- (10) **Reality TV**
- (10) **Travel Posters**
- (10) **Coloring Cards**
- (12) **Fold-out Comic Book Ads**

3 Levels of Parallels

- **Blue** (1 per pack)
- **Gold** (1:8 packs) **HOBBY EXCLUSIVE!** →
- **Gold Star Field** (numbered to 10)

Bonus Stickers

- (4) **Bonus Stickers** (1 per Hobby Box) **HOBBY EXCLUSIVE!**

Box Spacer Inserts **HOBBY EXCLUSIVE!**

- (8) Vintage comic book ads with a Star Wars Wacky twist

Hits add value for collectors

- **Sketch Cards**
- **On-Card Artist Autographs** **HOBBY EXCLUSIVE!**
- **Printing Plates**





Product Content: HOBBY

- In Store: 9/17/2014

Product Mix

SKU	SRP
Single Pack (10 cards per pack)	\$2.49
Hobby Box (24 packs)	\$59.99

Insert Rates (1 per pack)

Insert	Insertion Rate (per pack)
Reality TV	1:2
Travel Posters	1:4
Coloring Cards	1:6
Fold-Out Comic Book Ads	1:12

Hits

Hit	Total Number
Sketch Cards	Approx. 600
On-Card Artist Autographs	20 per base card
Printing Plates	520

Base Parallel Rates (1 per pack)

Parallel	Insertion Rate (per pack)
Blue	1 per pack
Gold	1:8
Gold Star Field	10 per subject

Bonus Card

Insert	Insertion Rate
Hobby Bonus Sticker	1 per Hobby Box

