

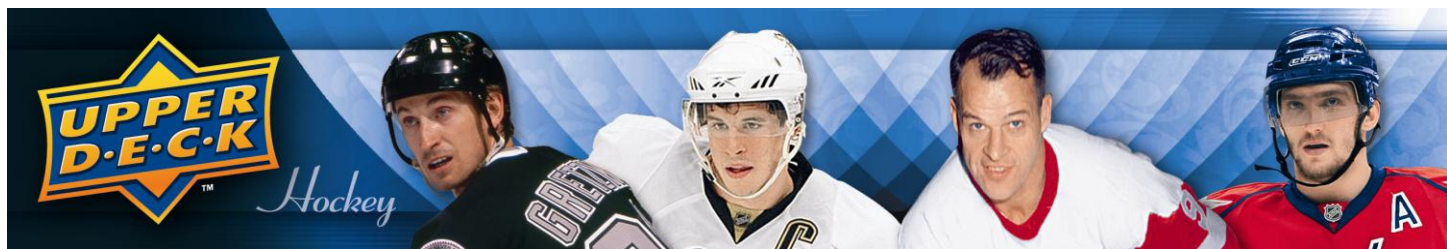
2010-11 UD1 Hockey

It's the standard by which all other products are measured. And it's that way for a reason – Upper Deck Series 1 Hockey is Simply the Best! From super fresh Young Guns cards featuring the top rookies to crack NHL ice to UD1 staple, UD Game Jersey cards, to this year's twist – a 20th anniversary variation, a tribute to UD's initial foray into the hockey mix – UD1 has it all!

- ✓ Grab Young Guns Rookie Cards! (averaging 6 per box)
 - ✓ 1st cards for players hitting NHL ice in October!
- ✓ Find 20th Anniversary variations (falling 1 in 4 packs!)
 - ✓ Paying tribute to UD Hockey's initial launch!
- ✓ Collect 2 UD Game Jersey cards per box!
- ✓ New Twist to Die-cut acetate cards:
 - Clear Cut Champions & Clear Cut Lineage*
 - ✓ Honoring Stanley Cup Champions & Great Trios from different eras!
 - ✓ Combining to average 1 per case!
- ✓ Collect the All-World Team insert, hitting 2 per box!
 - ✓ Look for valuable Short-prints too!
- ✓ Grab Exclusive & Spectrum parallels, #d to 100 & 10, respectively!



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Break Summary:

➤ **Box Break:**

- ✓ 6 Young Guns Rookie Cards
- ✓ 6 20th Anniversary variations
- ✓ 2 UD Game Jersey cards
- ✓ 2 All-World Team cards

➤ **Case Break:**

- ✓ 6 20th Anniversary variation Young Guns Rookie Cards
- ✓ 1 Clear Cut Champions OR Clear Cut Lineage acetate card
- ✓ 1 Signature Sensations card
- ✓ 2-3 All-World Team SP's
- ✓ 5-6 Parallel cards

Key Inserts:

• Clear Cut Champions (die-cut):

Bobby Orr, Mario Lemieux, Wayne Gretzky, Sidney Crosby, Vincent Lecavalier, Stan Mikita, Martin Brodeur, Jonathan Toews, Patrick Roy, Henrik Zetterberg, Evgeni Malkin, Grant Fuhr, Gordie Howe and many more!

• UD Game Jersey:

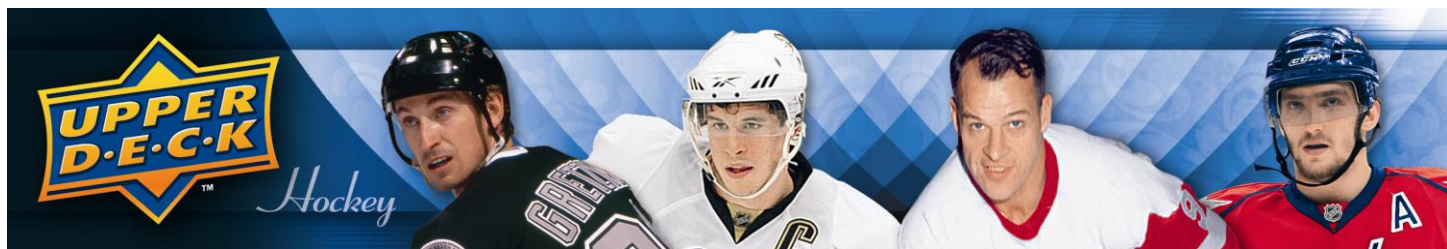
Alexander Ovechkin, Rick Nash, Sidney Crosby, Jason Spezza, Marc-Andre Fleury, Martin Brodeur, Roberto Luongo, Joe Thornton, Jonathan Toews, John Tavares, Nicklas Backstrom & other stars!

Configuration:

- 8 Cards/Pack
- 24 Packs/Box
- 12 Boxes/Case



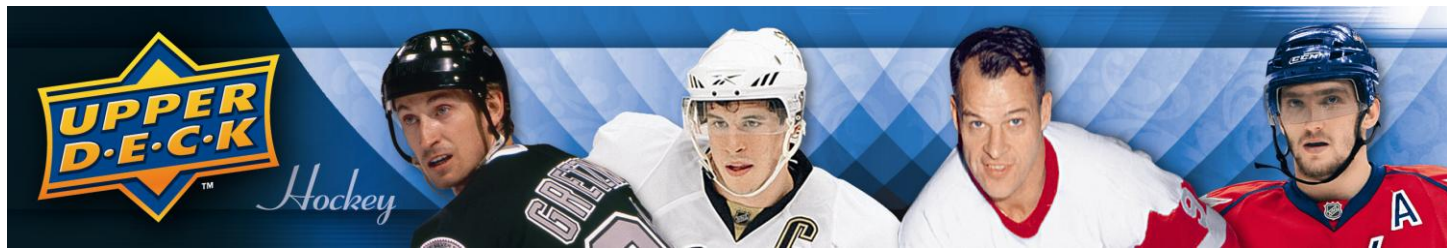
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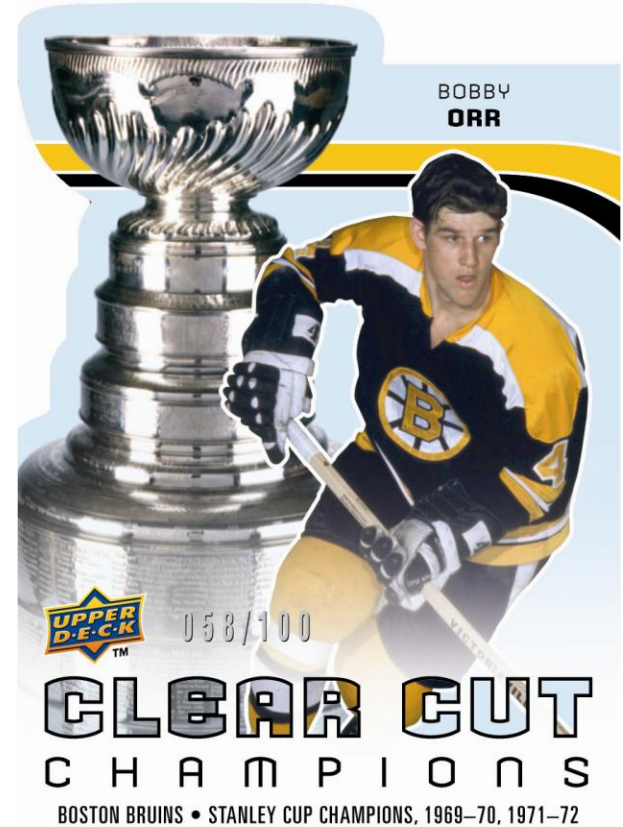
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