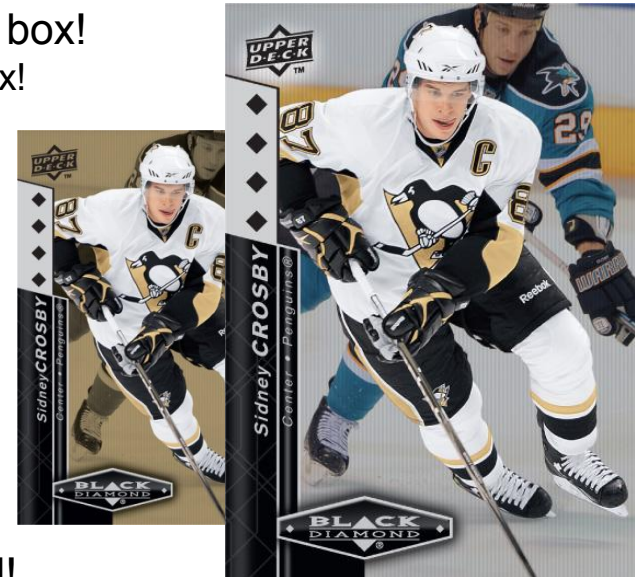


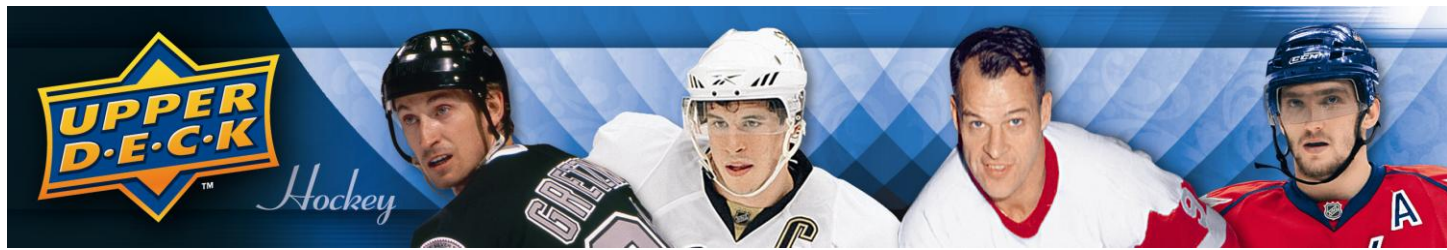
2010-11 Black Diamond Hockey

Keying on Black Diamond's strength of awesome triple & quad diamond mega-hit Rookie Cards, 2010-11 Black Diamond offers up a thunderous addition to its lineup: Ice Premieres Rookies! These tremendous non-signed, non-memorabilia-based, but hugely valuable RC's will be dropped in at a ratio of 1 per box, delivering another potentially terrific hit to a great core brand!

- ✓ Get 3 Triple Diamond RC's + 1 Quad Diamond RC in each box!
 - ✓ A total of 6 Triple Diamond and 2 Quad Diamond cards per box!
- ✓ **NEW, Hot Insert: Ice Returns!**
 - ✓ Get 1 Ice Premieres Rookie Card per box!
 - ✓ Same 4 levels of numbering as the coveted Ice Rookies have featured!
 - ✓ Grab 4 Ice Regular cards too!
- ✓ Look for 2 Quad-Swatch Jersey cards per box!
 - ✓ Find Ruby, Gold, Onyx & Autographed jersey parallels too!
- ✓ Highlighting Team Canada!
 - ✓ Collect great die-cuts of the True North's best!
- ✓ Grab Hardware Heroes die-cut cards!
 - ✓ These gems fall 2 per case and are #'d to just 100!
- ✓ Ruby, Gold & Platinum parallels offer solid hits – all low-#'d!



Quad Diamond & Gold parallel



2010-11 Black Diamond Hockey

Break Summary:

➤ **Box Break:**

- ✓ 6 Double Diamonds
- ✓ 3 Triple Diamonds
- ✓ 3 Triple Diamond Rookie Gems
- ✓ 1 Quad Diamond
- ✓ 1 Quad Diamond Rookie Gem
- ✓ **1 "Bonus Pack" PER BOX!!**
- ✓ **1 Ice Premieres Rookie Card!**
- ✓ 2 Quad Memorabilia Cards
- ✓ 1 Ruby/Gold/Platinum Parallel
- ✓ **Ice Regular Cards too!!**

➤ **Case Break:**

- ✓ 4-5 Gemography Autos
- ✓ 2-3 Hardware Heroes
- ✓ 4 Team Canada Die-Cuts

NEW!

Bonus Packs

Look for one bonus pack in **EVERY BOX!!** – some may feature **Ice Premieres Rookie Cards**, plus find **Ice regular cards** – in every sealed box of Black Diamond!

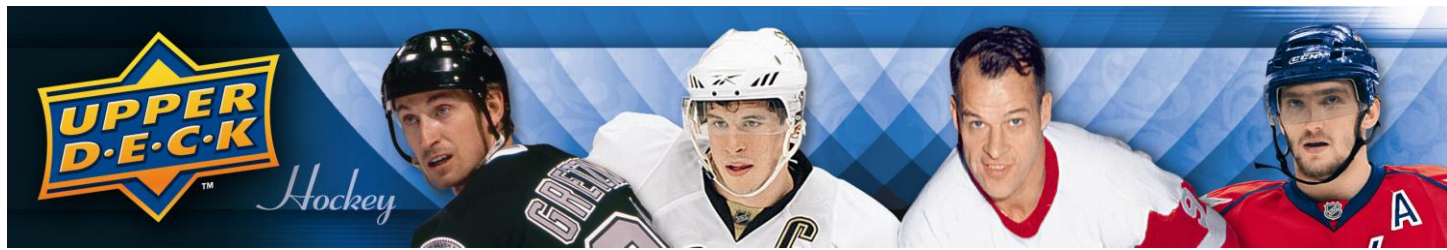
Ice Premieres acetate **Rookie Cards** maintain their top-notch **value** with 4 tiers of great numbering!!

Configuration:

- 5 Cards/Pack
- 24 Packs/Box
- 12 Boxes/Case
- Arrival Date: Late Nov. 2010



Ice Premieres Rookie Card:



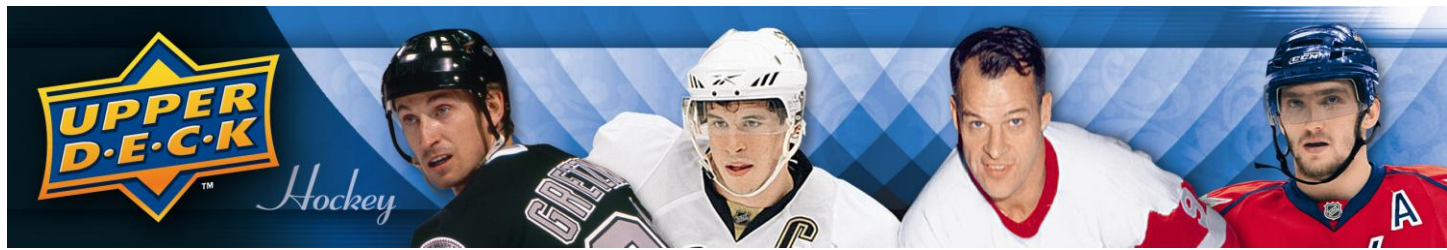
2010-11 Black Diamond Hockey



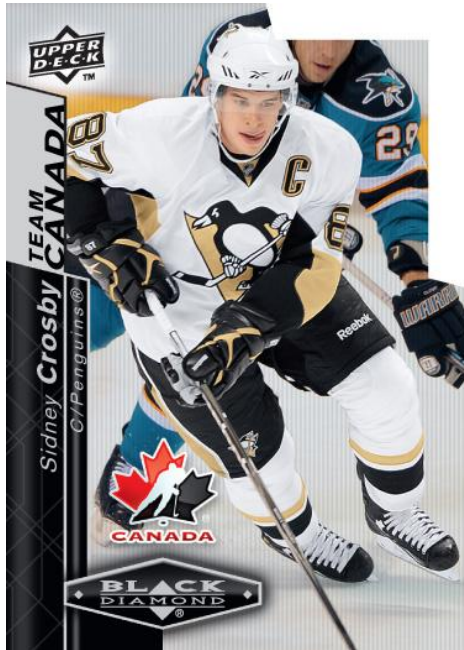
Hardware Heroes



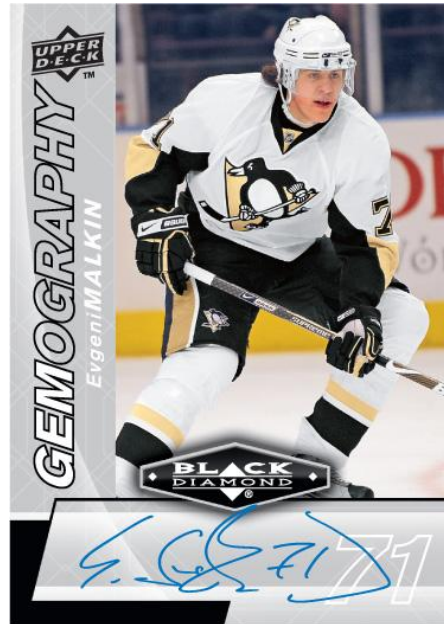
Quad-swatch Jersey Card



2010-11 Black Diamond Hockey



Team Canada Die-Cuts



Gemography



Regular Card

UPPER DECK SPORTS