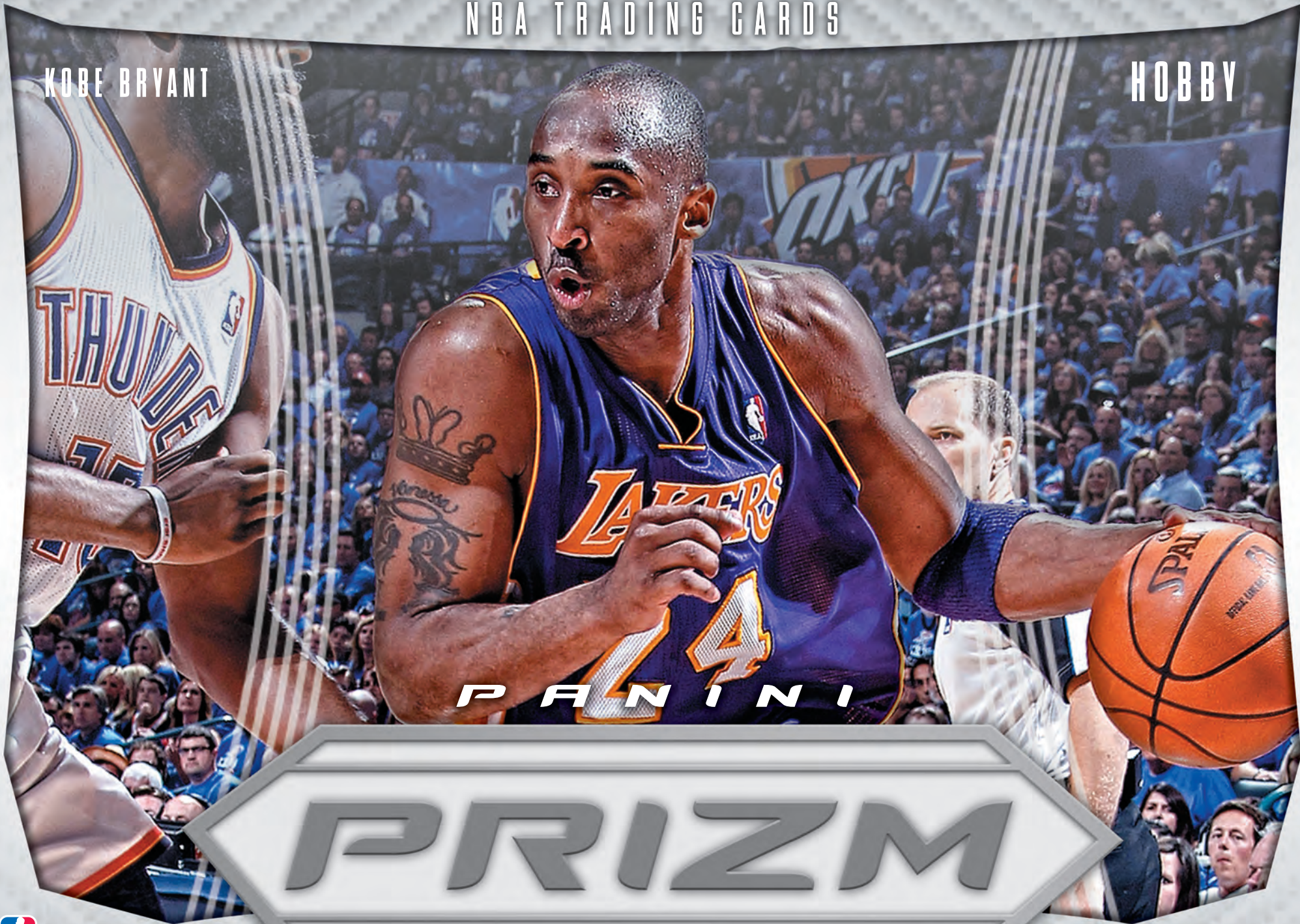


NBA TRADING CARDS

KOBE BRYANT

HOBBY



PANINI

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PRIZM

HOBBY CONFIGURATION

**6 CARDS PER PACK
20 PACKS PER BOX
12 BOXES PER CASE**

RELEASE DATE: 10/24/2012

BOX BREAK

2 Autographs, 2 Prizms, and 2 Inserts

COLLECTION BREAKDOWN

**300-card base set featuring 100 Rookies
Prizms and Gold Prizms Parallels
Four themed insert sets
One Autograph set**

PRODUCT HIGHLIGHTS

**Look for design and photography-driven insert sets
that play to this extraordinary print technology!
Huge base set with 100 rookies to chase!
Prizms and Gold Prizms Parallels.**

KEY SELLING POINTS

**Prizm delivers a familiar, but dramatically improved technology that has
been missing from the Basketball Hobby!**

**Chase a 300-card base set geared for player, team and set collectors,
and look for the rare Prizm Parallels!**

Prizm also continues Panini America's massive and historic double Rookie Card class!

100-card Autographs set with Prizm variations; two autographs per box!



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PRIZM

COMMON



Each card is etched to bring a 3D look to this incredible print technology!

AUTOGRAPHS



Look for two autograph cards per box!

USA BASKETBALL



Pays homage to the 2012 USA Basketball Team with a patriotic design!

SHIP DATE: 10/24/2012

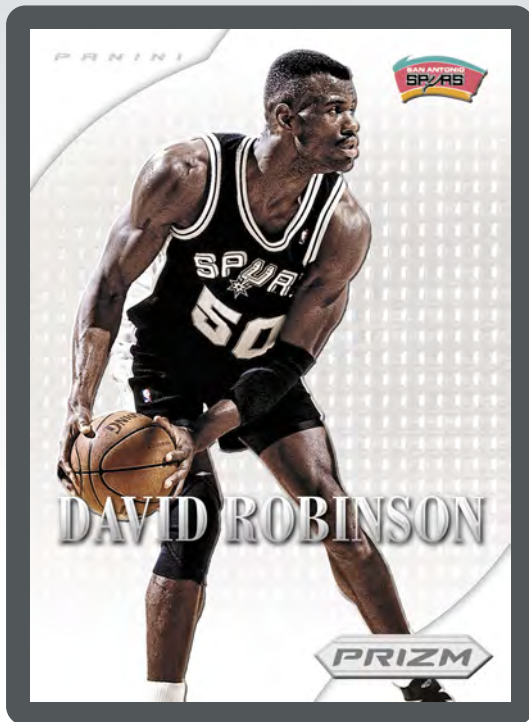


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PRIZM

MOST VALUABLE PLAYERS



Features the game's most prestigious award winners with an expansive 25-card checklist!

FINALISTS



Look for the NBA's top players and champions!

SHIP DATE: 10/24/2012



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