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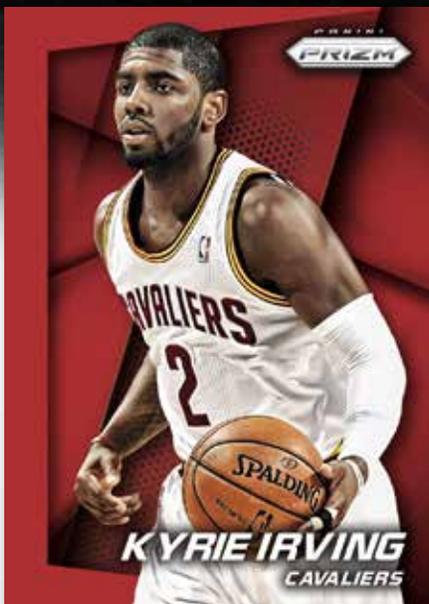
HOBBY

**NATIONAL BASKETBALL ASSOCIATION
TRADING CARDS**

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Find 14 Prizms on average in every box, including the following hobby-exclusive colors: Purple Die-Cut, Blue, Red, Gold and Black!



Brand new to Prizm this year is the rare SP set! Look for versions featuring current NBA stars, Rookies, and members of the Basketball Hall of Fame!

Exclusive to Hobby boxes, find Rookie Autographs of members of the most anticipated rookie class in years!



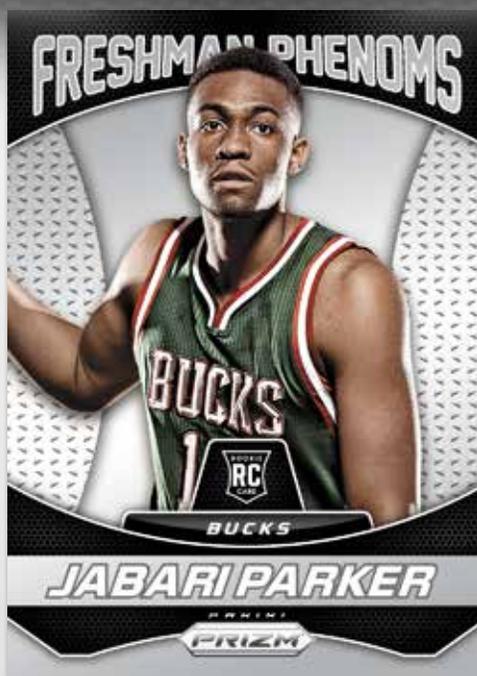


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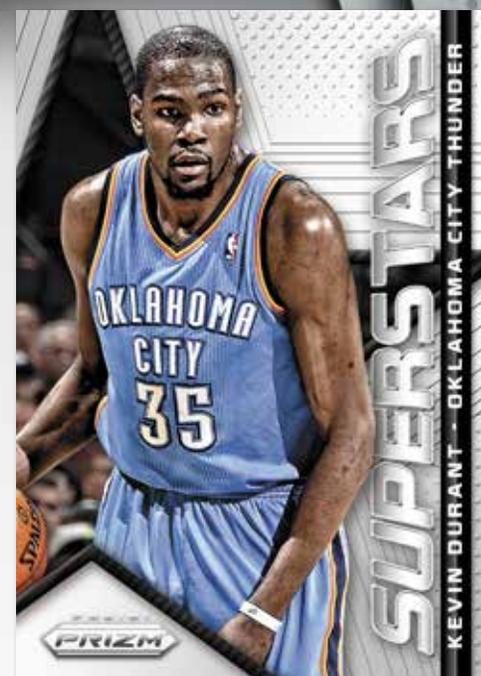
FIREWORKS

Look for this explosive insert featuring brilliant colors!



FRESHMAN PHENOMS

Find ten players from the incredibly stacked 2014 NBA Draft Class!



SUPERSTARS

Search for five of the NBA's best and brightest in the hard to pull insert set!



HOBBY CONFIGURATION

5 CARDS PER PACK, 20 PACKS PER BOX, 12 BOXES PER CASE

BOX BREAK

**1 Hobby-exclusive Rookie Autograph, 14 Prizms,
2 SP cards and 2 insert cards**

KEY SELLING POINTS

- **Prizm returns with an all-new configuration and more of the stunning Prizm technology that has captivated collectors every year since its debut.**
- **New for 2014-15 Prizm: Find 14 Prizms in every Hobby box, including the following exclusives: Purple Die-cut (#'d/139), Blue (#'d/99), Red (#'d/49), Gold (#'d/10), and Black (#'d/1)**
- **For the first time, every box will deliver an exclusive Rookie Autograph card - Look for parallels of each card, including Gold (#'d/10) and Black (#'d/1)!**
- **Discover the brand-new rare SP cards, falling on average two per box!**