



THE amc WALKING DEAD



SURVIVAL BOX

TRADING CARDS

**The first-ever
The Walking Dead
high-end Card Series!**



Base Card



Autograph Card

ONE HIT PER 5-CARD MINI BOX! FOUR HITS PER MASTER BOX!

**New characters and inserts!
New autograph signers!
New relics & costume pieces!**

Featuring content from across all six seasons of AMC's *The Walking Dead*!

IN STORES DECEMBER 2016



THE **amc WALKING DEAD**



SURVIVAL BOX
TRADING CARDS

THE #1 SHOW ON TELEVISION!

AND STILL GOING STRONG!

- 2015 marks the 4th consecutive year at #1
- 4 Years in a row for ages 18-34
- 2 Years in a row for ages 25-54

Source: Nielsen. 15/16 t-d, Prime Programs (Mon-Sun 8p-11p),
excl sports, specials and repeats.

SOCIAL MEDIA

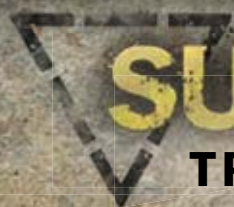
- 3.6 M+ Instagram followers
- 3.98M+ Twitter followers
- 33.5M+ Facebook followers

#1 TV series on Twitter for 2 years in a row!

**The Season 6 mid-season finale overall Twitter
conversation reached an estimated 5 billion impressions!**

Topps

THE **amc WALKING DEAD**



SURVIVAL BOX

TRADING CARDS

BASE CARDS

**50 PREMIUM, THICK BASE CARDS
COVERING THE MOST IMPORTANT
CHARACTERS FROM ACROSS ALL
6 SEASONS OF AMC'S THE WALKING DEAD!**

**PLUS 25 SHORT PRINT CARDS FEATURING
VARIANT VERSIONS OF TOP CHARACTERS!**

Unique, Never-Before-Seen Parallels to Chase:

- Infected #’d to 99
- Rotten #’d to 25
- Maggots #’d to 10
- Bone #’d 1 of 1
- Printing Plates



Base Card



Base Card – Bone Parallel

topps

THE **amc WALKING DEAD**

SURVIVAL BOX
TRADING CARDS

INSERT CARDS

**WALKER BITE CARDS
KILL OR BE KILLED
SURVIVAL GUIDE**

PARALLELS TO CHASE:

- Rotten #’d to 25
- Maggots #’d to 10
- Bone #’d 1 of 1
- Printing Plates



Kill Or Be Killed

Topps

THE **amc WALKING DEAD**



SURVIVAL BOX

TRADING CARDS

AUTOGRAPHS & SKETCH CARDS

**AUTOGRAPH CARDS, INCLUDING NUMEROUS PARALLELS!
DUAL AUTOGRAPHS AND TRIPLE AUTOGRAPH BOOK CARDS!
SKETCH CARDS FEATURING CHARACTERS FROM
THROUGHOUT THE SERIES!**



Dual Autograph Cards



THE amc WALKING DEAD



SURVIVAL BOX

TRADING CARDS

RELIC CARDS

NEW COSTUME PIECES TO COLLECT!

**RELIC CARDS FEATURING COSTUMES
FROM THE SHOW, INCLUDING
NUMEROUS PARALLELS!**

AUTOGRAPH RELIC CARDS

DUAL RELIC CARDS



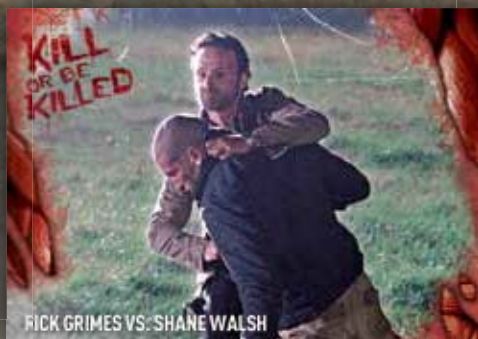
Relic Card



THE amc WALKING DEAD®

SURVIVAL BOX TRADING CARDS

**ONE HIT PER 5-CARD MINI BOX!
FOUR HITS PER MASTER BOX!**



Look for Topps The Walking Dead Survival Box in stores December 2016

Solicitation subject to change Final odds/actors subject to actual production runs.

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