



THE **amc** **WALKING DEAD** **SEASON 5 TRADING CARDS**

**THE FIRST-EVER TOPPS®
THE WALKING DEAD CARD SERIES!**

TWO HITS PER HOBBY BOX!

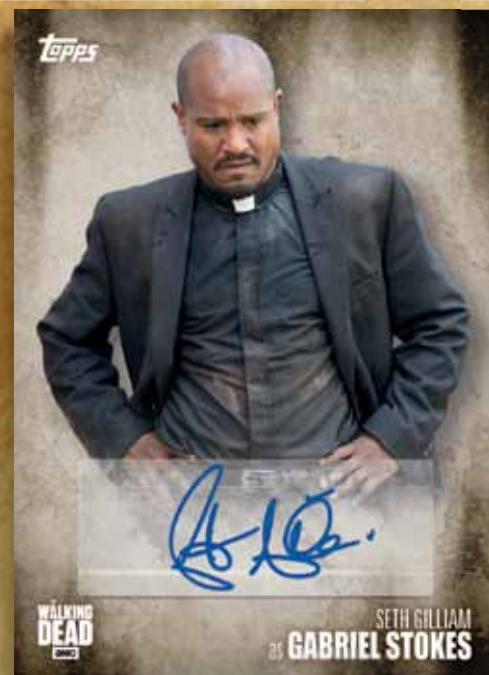
New characters and inserts!

New autograph signers!

Featuring the entire 5th Season in one card series!



Base Card



Autograph Card

IN STORES OCTOBER 2016



THE **amc** **WALKING DEAD** **SEASON 5 TRADING CARDS**

THE WALKING DEAD

**FOUR YEARS AS #1
AND STILL GOING STRONG!**

- 2015 marks the 4th consecutive year as the #1 TV Show!
 - 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 (M-Su 8p-11p),
excl sports, specials and repeats.

SOCIAL MEDIA

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

The Walking Dead is the #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!



THE amc[®] WALKING DEAD[®] SEASON 5 TRADING CARDS

BASE CARDS

100 BASE CARDS TELL THE ENTIRE STORY OF SEASON 5!

5 Parallels to Chase

- Rust #'d to 99
- Mud #'d to 50
- Mold #'d to 25
- Sepia #'d to 10
- Blood #'d to 1



Base Card



Base Card- Blood Parallel



THE amc WALKING DEAD[®] SEASON 5 TRADING CARDS

INSERT CARDS

3 Inserts to Chase!

Character Profiles
Walkers
Locations



Walkers Card

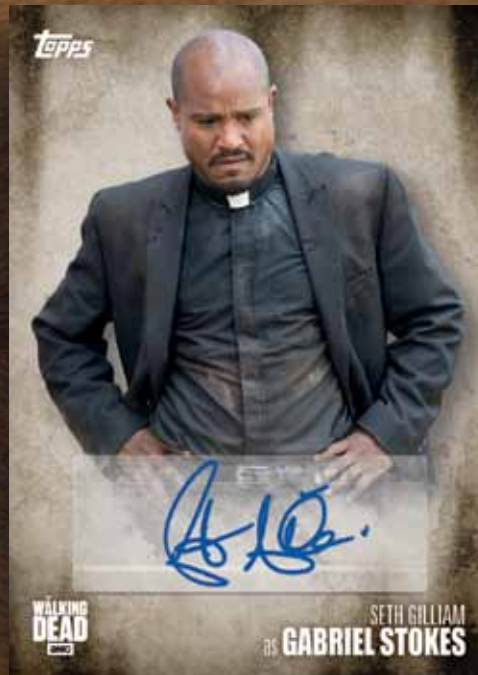


THE **amc** WALKING DEAD[®] SEASON 5 TRADING CARDS

AUTOGRAPHS & SKETCH CARDS

Autograph Cards with several Parallels!

Dual Autographs & Triple Autographs to chase!
Sketch Cards featuring characters from Season 5!



Autograph Card

RELIC CARDS

Relic Cards featuring new costumes from the show!
Numerous Parallels to chase!



THE **amc** **WALKING DEAD** **SEASON 5 TRADING CARDS**

TOPPS® **THE WALKING DEAD SEASON 5**

140 BASE & INSERT CARDS TO COLLECT!
TWO HITS PER HOBBY BOX!



**LOOK FOR TOPPS® THE WALKING DEAD SEASON 5
IN STORES OCTOBER 2016!**

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

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