

MAJOR LEAGUE BASEBALL®



RETAIL

**BOWMAN® BASEBALL RETURNS
IN 2017 TO CELEBRATE THE
SEVENTY HISTORIC YEARS
SINCE ITS INAUGURAL RELEASE!**

Look for specially inserted throwback card designs, vintage buybacks, and famous reproductions, while collecting current chrome cards and autographs of the game's future stars!

**THEMATIC ANNIVERSARY CONTENT IN
2017 BOWMAN BASEBALL**

- ◆ 1948 Bowman Insert Cards
- ◆ 1951 Bowman Insert Cards
- ◆ 1992 Bowman Insert Cards
- ◆ Unannounced Anniversary Surprises

2017 Bowman® Baseball – a celebration of past and present – will remain The First Place to Find the Game's Future Stars.

Bowman®

**WE INVITE YOU TO CELEBRATE OUR
70TH ANNIVERSARY WITH US IN APRIL 2017!**

IN STORES APRIL 2017

70TH ANNIVERSARY CELEBRATION



In celebration of Bowman's 70th anniversary, 2017 Bowman® Baseball will showcase limited-edition insert and autograph content.

1948 BOWMAN

Recreating the first-ever Bowman® card design and featuring a combination of active *MLB*® stars, retired greats, and current-day prospects.

1951 BOWMAN

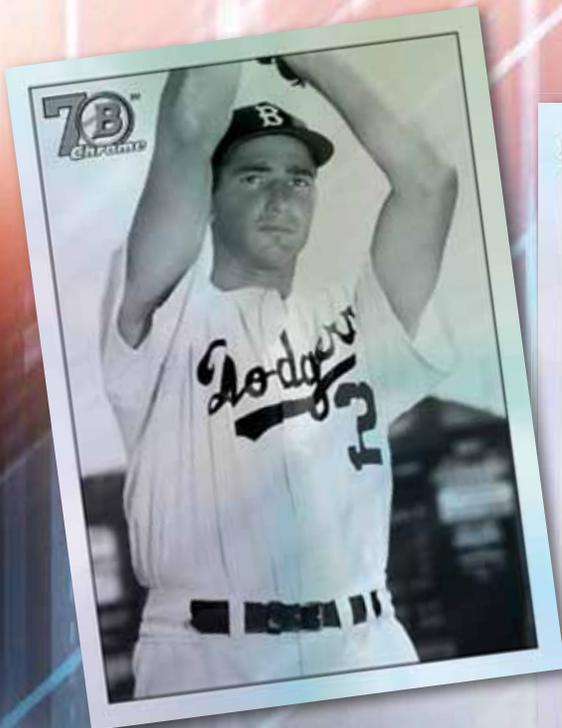
Recreating the iconic early '50s Bowman® design, featuring reproductions of hand-drawn sketches. Look for iconic greats and current-day veterans and prospects.

1992 BOWMAN

Celebrating this collector favorite with active veterans, prospects, and retired players.

Parallels for the above sets will include:

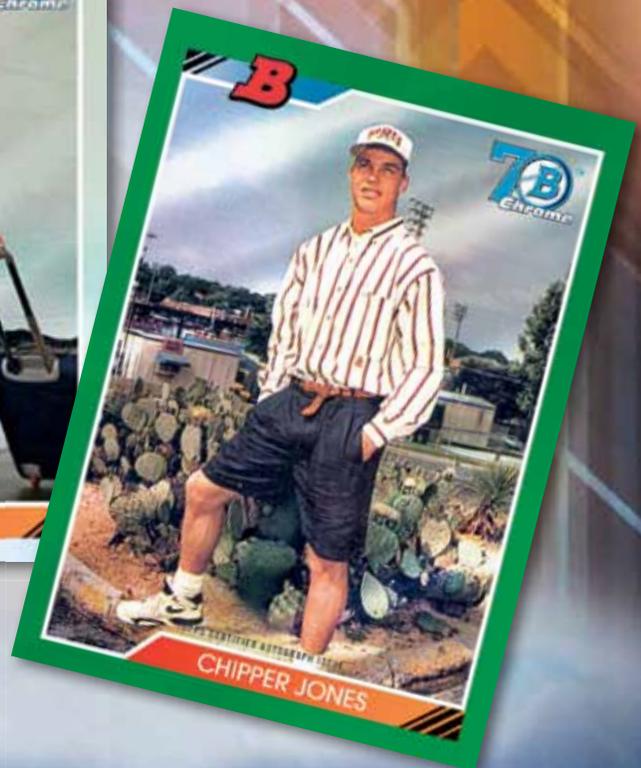
- Green Parallel: sequentially numbered. **RETAIL ONLY!**
- SuperFractor: numbered 1/1.



1948 Bowman



1992 Bowman



1992 Bowman - Green Parallel

Bowman®

2017 Bowman Baseball

CHROME PROSPECT CARDS

7TH



2017 Bowman® returns with vibrant Shimmer Refractor Variations and an extensive array of Chrome Refractor Parallels.

Look for the year's biggest prospects, including the most touted international *World Baseball Classic* tournament participants!

SHIMMER REFRACTOR VARIATIONS

- Green Shimmer Variation: sequentially numbered. **RETAIL ONLY!**

ADDITIONAL CHROME PROSPECT CARD PARALLELS WILL INCLUDE:

- Refractor
- Purple Refractor: sequentially numbered.
- Blue Refractor: sequentially numbered.
- Green Refractor: sequentially numbered. **RETAIL ONLY!**
- Gold Refractor: sequentially numbered.
- Red Refractor: sequentially numbered to 5.
- Printing Plates: numbered 1/1.



Chrome Prospect Card



Chrome Prospect -
Green Shimmer Refractor Variation

Bowman®

2017 Bowman Baseball

BASE CARDS

7TH

Paper Base Cards will continue as a vital element of 2017 Bowman® Baseball.

VETERAN & ROOKIE BASE CARDS

Featuring the biggest names of *MLB*®, including highly-touted rookies Alex Bregman, Yoan Moncada, and Dansby Swanson.

PAPER PROSPECTS

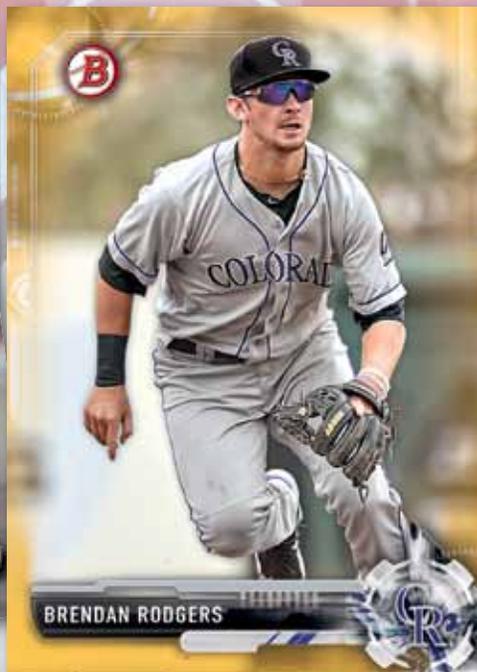
The game's top prospects and up-and-comers.

Parallels for the Veteran & Rookie Base Cards and Paper Prospects will include:

- Silver Border
- Purple Border: sequentially numbered.
- Blue Border: sequentially numbered.
- Green Border: sequentially numbered. **RETAIL ONLY!**
- Gold Border: sequentially numbered.
- Red Border: sequentially numbered to 5.
- Black Border: numbered 1/1.
- Also, Retail Value Packs will contain exclusive Yellow Border Parallels of all Paper Prospect subjects! **RETAIL VALUE PACKS ONLY!**



Veteran Base Card



Paper Prospect Card - Gold Parallel



Rookie Base Card - Green Parallel

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2017 Bowman Baseball

AUTOGRAPH CARDS

7TH

Retail offerings of 2017 Bowman® Baseball will continue to exclusively feature Chrome Green Refractor Autograph cards, while remaining the home of the Paper Prospect Autograph subset!

PAPER PROSPECT RETAIL AUTOGRAPHS **RETAIL EXCLUSIVE!**

Look for these exclusive autograph variations found only at Retail!

- Purple Parallel: sequentially numbered.
- Green Parallel: sequentially numbered.
- Gold Parallel: sequentially numbered.
- Orange Parallel: sequentially numbered to 25.
- Red Parallel: sequentially numbered to 5.
- Black Parallel: numbered 1/1.

CHROME ROOKIE AUTOGRAPHS

- Green Refractor Parallel **RETAIL ONLY!**

CHROME PROSPECT AUTOGRAPHS

- Green Refractor Parallel **RETAIL ONLY!**



Paper Prospect Retail
Autograph Card – Black Parallel

Bowman®

2017 Bowman Baseball

INSERT SUBSETS



A variety of new insert subsets will be unveiled in 2017 Bowman® Baseball, including the following:

ROY FAVORITES

Featuring top rookies of the 2017 MLB® season.

TALENT PIPELINE

Highlighting the top players at each level of the *Minor League™* system.

BOWMAN SCOUTS' TOP 100

Look for the popular subset to return in 2017, featuring the top 100 prospects as ranked by our Bowman Scouts.

Parallels for the above mentioned subsets will include, but are not limited to:

- Green Parallel: sequentially numbered. **RETAIL ONLY!**
- SuperFractor Parallel: numbered 1/1.
- Additionally, look for limited, sequentially numbered autograph variations!



Talent Pipeline



ROY Favorites - Green Refractor



2017 BOWMAN BASEBALL



RETAIL

TAKE PART IN SEVENTY YEARS OF BOWMAN® BASEBALL WITH THIS ANNIVERSARY-THEMED FLAGSHIP RELEASE, ARRIVING IN STORES IN APRIL 2017!

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

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Bowman®

2017 Bowman Baseball

