



2012 TRADING CARDS

*The Best in Class!
Superstars, Divas and Legends
from one of the most thrilling
years in WWE!*

**2 HITS PER
HOBBY BOX!**
1 SHIRT RELIC
PLUS 1 AUTOGRAPH or
WRESTLEMANIA® XXVIII
MAT RELIC



HOBBY EXCLUSIVES:

- JERRY LAWLER
SKETCH CARDS
- PRINTING PLATES
- 1/1 PLATINUM
PARALLELS

Topps

All of the Excitement of 2012!

PREMIUM, FOIL-STAMPED 90 CARD BASESET:

Get up to speed on the current amazing roster of Superstars and Divas!

Text by Mick Foley: NY Times best-selling author and fan-favorite Superstar!

PARALLEL CARDS: Highly collectible rare variations of the Base Cards!

- **Blue-Bordered** (1:6 packs)
- **Gold Foil** (1:24 packs)
- **Black-Bordered** (limited to 50 per subject)

Hobby Exclusive • 1/1 Platinum-Bordered

Hobby Exclusive • 1/1 Printing Plates:

4 different 1/1 Printing Plates for each Base Card and Best of Class Insert.



Best In Class Insert Cards

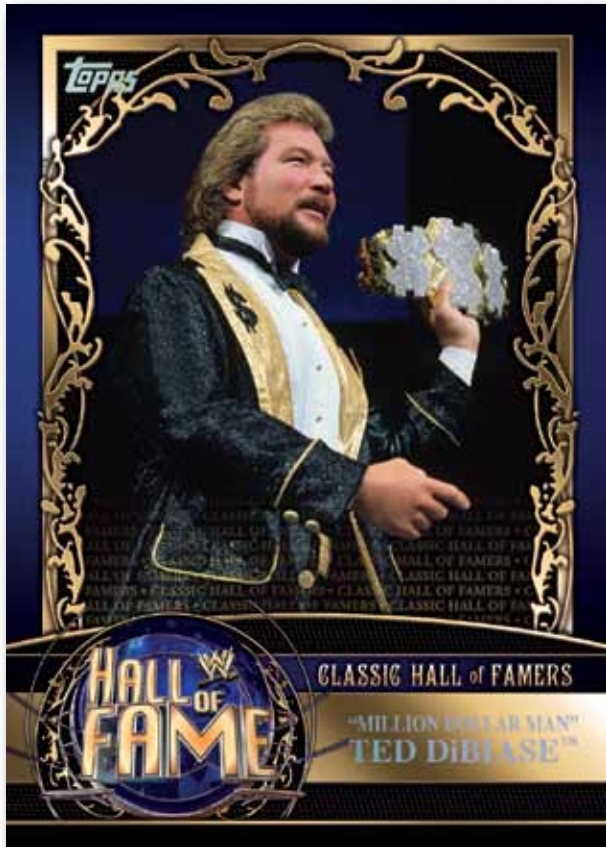
All-new themed inserts take you inside the world of WWE, including a look back at its illustrious history and its most revered Legends! 90 more cards to collect!

CLASSIC HALL OF FAMERS (1:4): 35 of the greatest WWE inductees!

DIVAS CLASS OF 2012 (1:4): Showcasing the stunning beauty of all 15 WWE Divas!

WORLD CLASS EVENTS (1:6): 10 astounding Pay-Per-View posters spanning the year from *WrestleMania XXVII* to *XXVIII*!

CLASSIC HALL OF FAMERS



DIVAS CLASS OF 2012



WORLD CLASS EVENTS

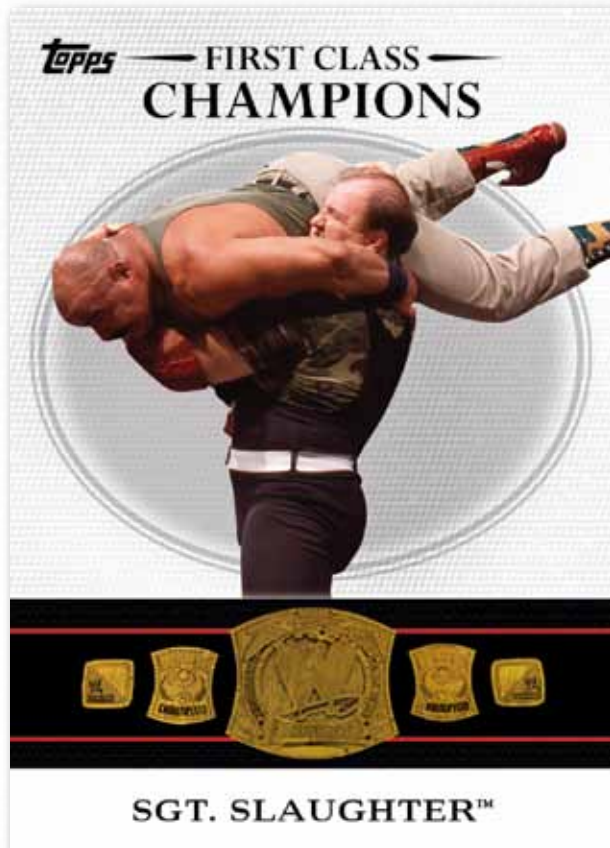


Even More Best In Class Insert Cards

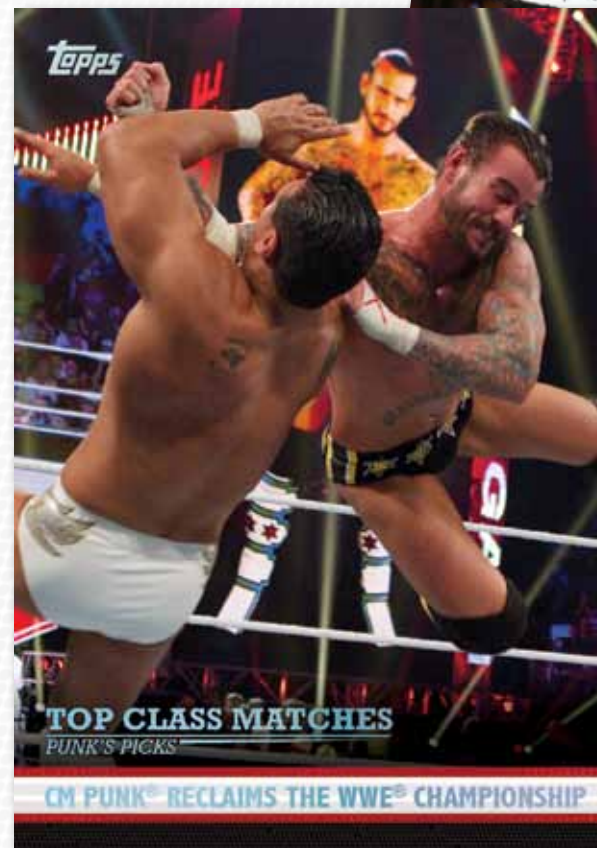
FIRST CLASS CHAMPIONS (1:6): 20 of the most accomplished WWE Champions throughout the years! Each card is foil stamped with the Championship!

TOP CLASS MATCHES - PUNK'S PICKS (1:6): Fan-favorite WWE Champion CM Punk picks 10 of his favorite matches!

FIRST CLASS CHAMPIONS

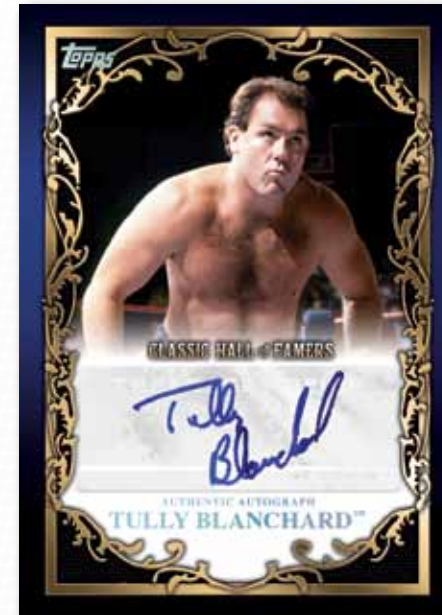
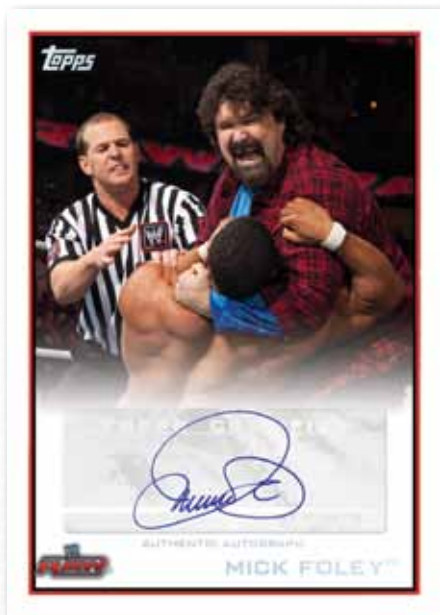


TOP CLASS MATCHES



Autograph Cards

Superstars, Divas Class of 2012, and Classic Hall of Famers – 28 in all!
Nearly all are first-time Topps signers!



Hobby Exclusive

DUAL AUTOGRAPHS:

5 different pairings of Superstars, Divas & Legends autographs!
Extremely Limited!



Jerry Lawler™ Sketch Cards

Hobby Exclusive Original pieces of art, hand-drawn and autographed by professional illustrator and WWE Hall of Famer Jerry "the King" Lawler! **Extremely Limited!**



Relic Cards

NEW! **DIVAS KISS CARDS:** Featuring 10 Divas' kissed lipstick impressions. A first-ever for Topps!

SHIRT RELICS: Event-worn Superstar shirt swatches from WWE's top names and best talent!

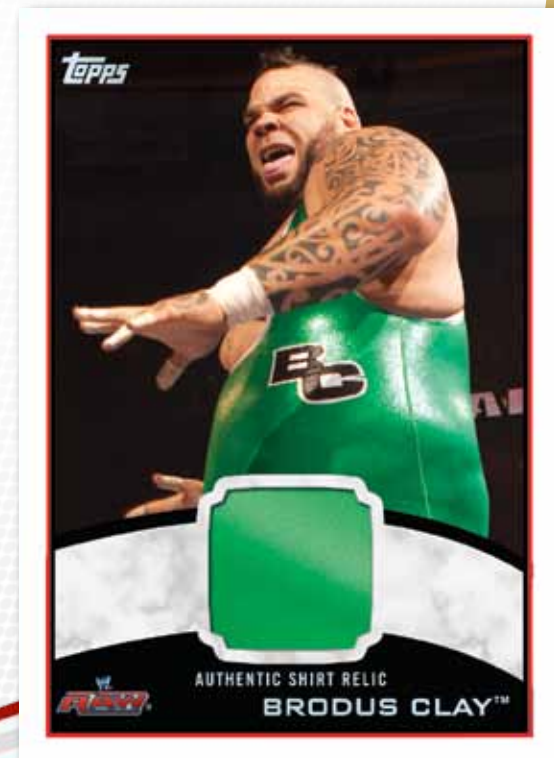
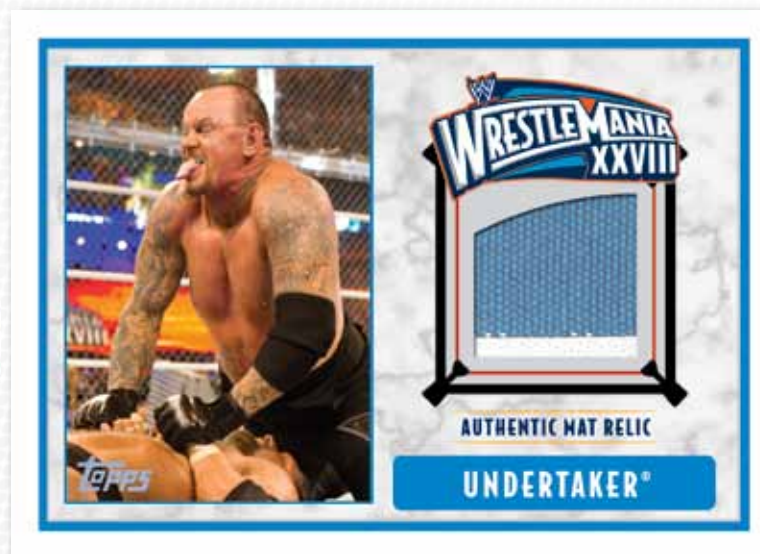
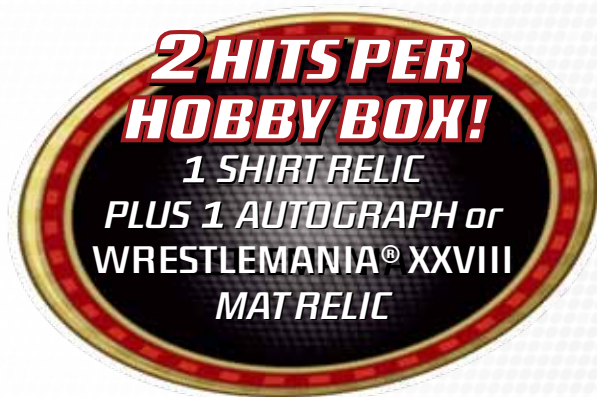
- Black-Bordered Parallel (limited to 50 per subject)

Hobby Exclusive • 1/1 Platinum-Bordered Parallel

WRESTLEMANIA® XXVIII MAT RELICS: WM28 canvas mat pieces, showcasing 25 Superstars & Divas from the Showcase of the Immortals!

- Black-Bordered Parallel (limited to 50 per subject)

Hobby Exclusive • 1/1 Platinum-Bordered Parallel

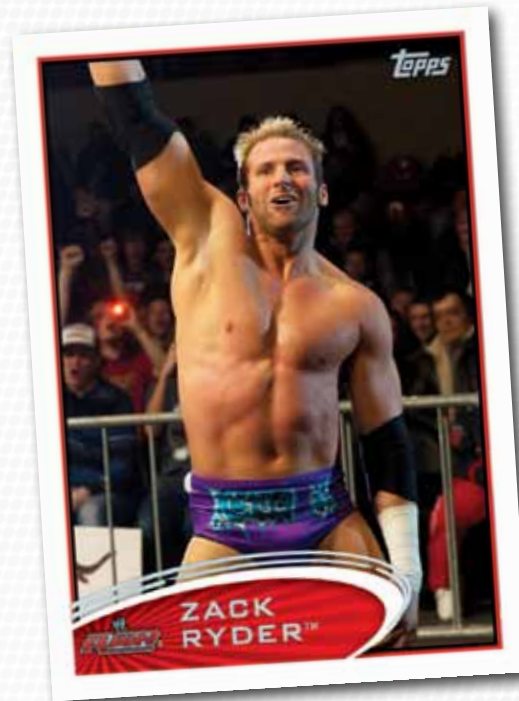
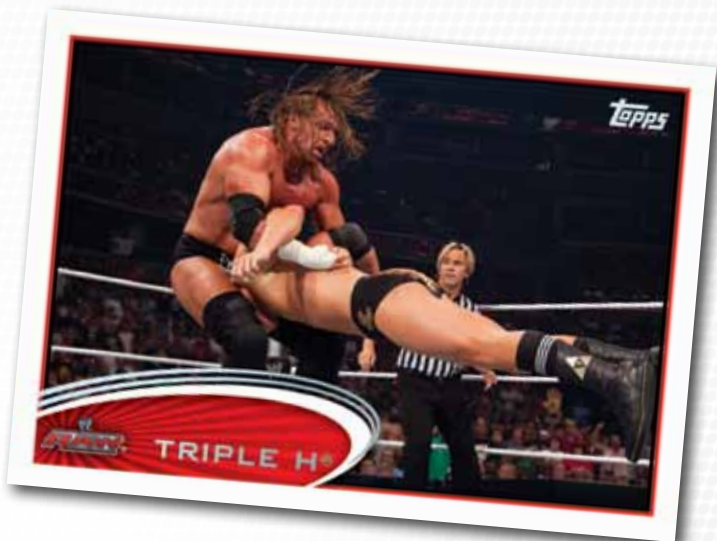


WWE: Hugely popular digital and social media force

- 60 million Facebook fans across all official WWE pages
- As of April 4, 2012 WWE's Facebook page is the #1 Most Talked About Brand page on Facebook
- 21 million Twitter followers
- 1 billion views on YouTube

WWE dominates TV and Pay-Per-View

- *Raw* and *SmackDown* are consistently top cable shows
- *WrestleMania XXVIII* set the Sun Life Stadium attendance record – beating Super Bowls, U2 and the World Series



SHIPPING IN SEPTEMBER



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ALL CARD DESIGNS SUBJECT TO CHANGE