



Product Release Sales Plan



GARBAGE PAIL KIDS[®] Chrome[™]

Trading Cards

April 9, 2012



Agenda

- About the Brand
- Consumer
- Product
- Support Plan
- Launch Details



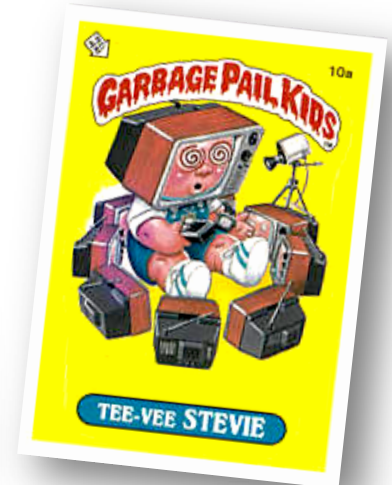
Garbage Pail Kids (GPK) Brand Overview

- **Garbage Pail Kids**

- A uniquely hilarious group of kids who are as endearing as they are gross. With original hand-painted art, an endless universe of new characters, and a heavy dose of wit, Garbage Pail Kids have been delivering laughs **since 1985!**

- **Why We Love GPK**

- Kids love the fascinating gross-out humor that's unlike anything else they've seen.
- Adults love the nostalgia of an icon from their youth, and keep coming back for more of the layered humor that ranges from puns to visual gags to parodies.



Introducing the next hot GPK platform... Chrome!

In 2013, **Garbage Pail Kids** will combine Chrome Technology with a reprint of the entire 1985 GPK Original Series 1; the brand's first product release.

GARBAGE PAIL KIDS

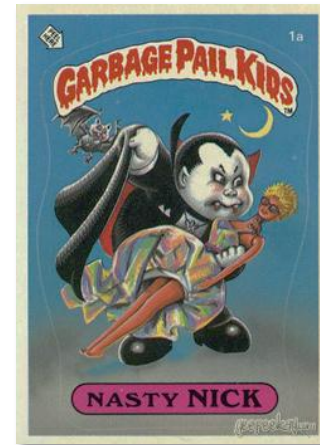
GPK ORIGINAL SERIES

- Topps' most iconic entertainment card series of all time
- Huge hit in the mid and late 1980's
- Brand continues its popularity today among kids and adults

Topps Chrome

TOPPS CHROME

- Best selling Topps Sports card technology
- Premium metallic look rejuvenates heritage cards
- Large variety of refractors adds to collectability



Original Series 1
(1985)



Original Series 1 Chrome
(2013)

GARBAGE PAIL KIDS

TOPPS

The New GPK Chrome Platform will rejuvenate the brand among collectors and attract lapsed adult fans

GARBAGE PAIL KIDS[®]
Chrome[™]



Establish A New Platform

Rally Existing Fans

Attract Lapsed Adult Fans

Excite Serious Collectors



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Current and Lapsed Fans have unique and overlapping needs that GPK Chrome will address



For Current & Lapsed Fans:

For Current Fans:

The Chase



Iconic Characters



For Lapsed Fans:

Nostalgia



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In 2013 GPK Chrome will re-energize the brand and establish a new platform for future growth



Goals

- Leverage GPK legacy and new Chrome Technology to drive brand sales and generate incremental volume in the Trading Cards and Collectibles Category
- Establish a new product platform that evokes nostalgia and excites fans with new content, valuable hits and classic characters

Strategies

- Appeal to current fans with Chrome Technology and valuable hits
- Invigorate lapsed fans with classic characters and fun inserts
- Build fan engagement and product awareness with social media, PR, sampling and new marketing promotions



GPK Chrome combines cool throwbacks and modern technology to bring characters to life in a new way



GPK Chrome Original Series 1 Release

- **151 Chrome Cards to Collect !**
 - (82) Original Series 1 Characters – 41 A & B names
 - (28) Lost GPK – 14 A&B names
 - (41) Chrome Concept Sketch's by original artist, John Pound
- **Variety of Refractors Provide Chase for Collectors**
 - Standard Refractor (1:3)
 - Prism Refractor (1 of 199)
 - SuperFractor (1 of 1)
 - Gold Refractor (50 per subject) – HOBBY EXCLUSIVE
- **Exciting New Hits Add Value**
 - Artist Autographs
 - Redemption Cards
 - Printing Plates

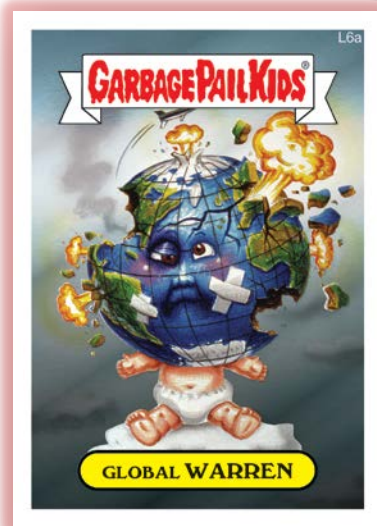


Never before seen bonus content and refractors will attract Current Collectors and intrigue Lapsed Fans

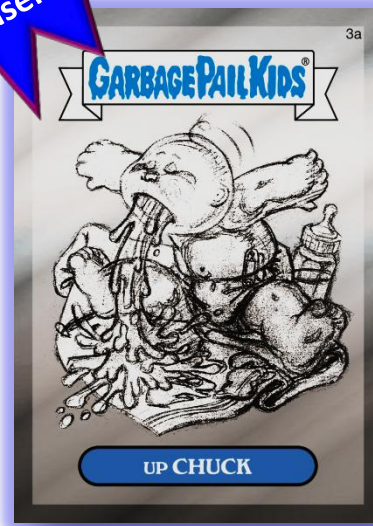
Lost GPK: Featuring 14 unpublished characters from the Originals Series 1 design

Concept Sketches: 41 pencil art drawings by the legendary Original Series 1 Artist, **John Pound***

Refractors: All new to GPK, multiple refractor levels including Prism and **Ultra Rare Superrefractor**



Lost GPK



Concept Sketches



Refractors

*Artist: **JOHN POUND** has painted art prints, book covers, comics covers, and hundreds of Garbage Pail Kids stickers. He also writes code that draws instant random art books. <http://boingboing.net/2012/03/22/the-most-disgusting-trading-ca.html>

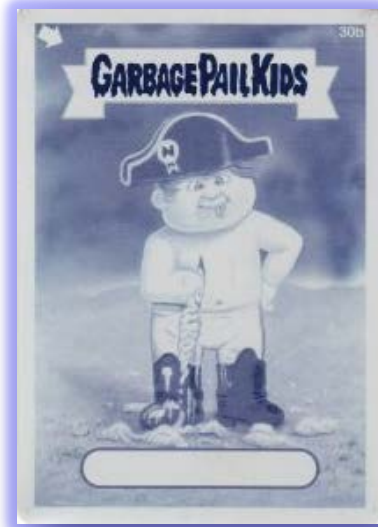


New and compelling hits create excitement and provide added value for collectors

Printing Plates: Rare printing plates including Original Series 1 (OS1), Lost GPK, & Pencil Art

Artist Autographs: For the first time in GPK history, autographs by the Original Series 1 artist, John Pound!*

Redemption Cards: Randomly inserted redemption cards that fans can redeem for rare and valuable prizes, such as 1985 Original Series 1 Uncut Sheets



Printing Plates



Artist Autographs



Redemption Prizes

*Artist: **JOHN POUND** has painted art prints, book covers, comics covers, and hundreds of Garbage Pail Kids stickers. He also writes code that draws instant random art books. <http://boingboing.net/2012/03/22/the-most-disgusting-trading-ca.html>



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Topps will leverage digital media to generate awareness and drive sales



PR and fan outreach

- Media and blogger outreach with over a thousand outlets including Maxim and MTV Geek
 - Timing: Late August 2013

Social Media

- Engage 195K+ Facebook fans with regular posting schedule
- Build set excitement with previews, polls, and downloadable content
 - Timing: July/August 2013



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Product Content: HOBBY CHANNEL

In Store Date: 8/14/13

Product Mix

| SKU | SRP |
|-----------------------|---------|
| Single Pack (4 Cards) | \$2.99 |
| Hobby Box (24 packs) | \$71.99 |

Hit Rates (Single Packs)

| Insert | Hit Rate |
|------------------|-------------|
| Redemption Cards | 50 total |
| Printing Plates | 824 total |
| Artist Autos | 1,100 total |

Inserts

| Insert | Hit Rate |
|-------------------------|----------|
| Chrome Concept Sketches | 1:6 |

Refractors

| Refractors | Hit Rate (per pack) |
|-----------------------|-----------------------|
| Standard Refractor | 1:3 |
| Prism Refractor | 1 of 199 |
| Superrefractor | 1 of 1 |
| Gold Refractor | 50 per subject |





Product Images: HOBBY CHANNEL

Garbage Pail Kids Original Series 1: Chrome

Product Line¹ In Stores: August 2013



Artwork Not Final

See Price & Packs for Item Numbers and UPC Codes

