

**OFFICIAL TRADING CARD GAME FROM** 



**2016/17 EDITION**

**Match Attax, the world's most successful football trading card game, is making its American debut with the UEFA Champions League!**

**Look for the latest evolution in trading card gameplay as Topps introduces special subset cards featuring the game's global stars!**

**Get in the Game with UEFA Champions League and Topps Match Attax!**



**COMING SOON!**





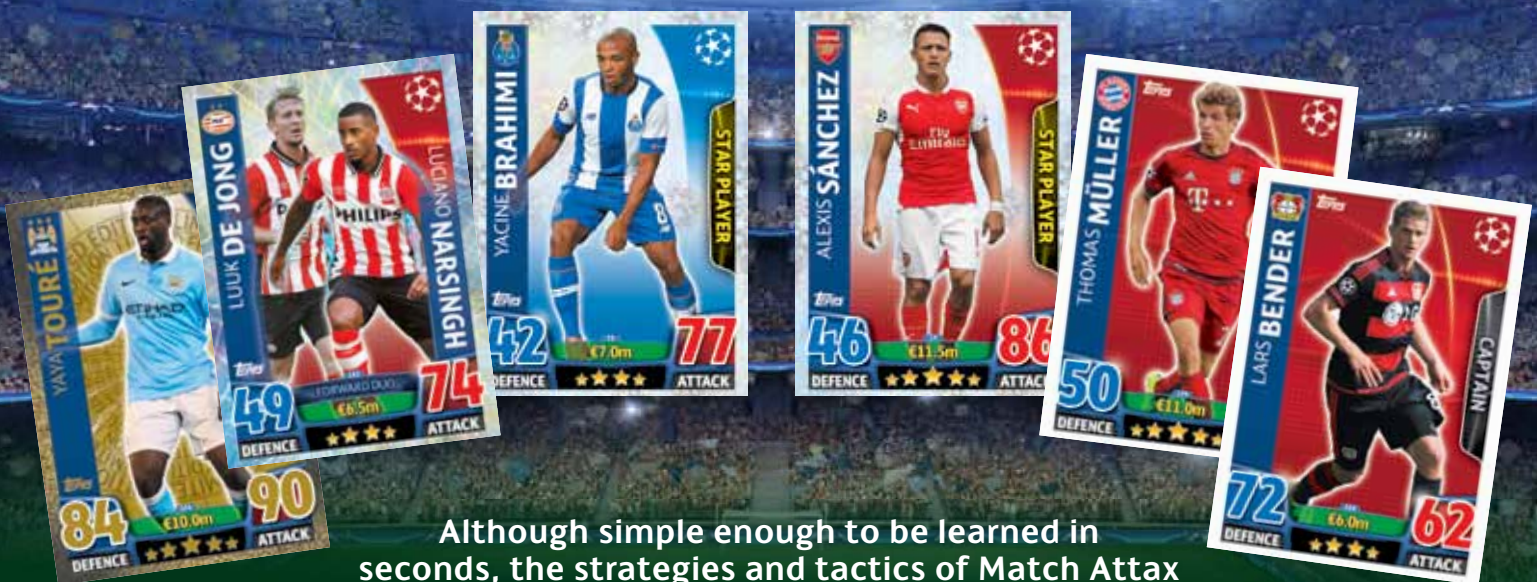
## 2016/17 EDITION

### GAME RULES

Match Attax is a game for two players. Just like a real UEFA Champions League match, the aim is to beat your opponent by scoring more goals.

#### MATCH ATTAX RULES

1. Purchase packs of 2016/17 Topps UEFA Champions League Match Attax to build your team deck.
2. Pick your match day squad of 11 players with 3 substitutes from your team deck.
3. Kick off! Determine goals by flipping over cards and comparing the listed skill attributes versus that of your opponents.
4. Once all the cards have been played, tabulate final score and determine the winner!



Although simple enough to be learned in seconds, the strategies and tactics of Match Attax allow for endless hours of competitive fun!

For the first time ever, this wildly successful European trading card game is being offered in the United States!





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### PRODUCT OFFERINGS

Topps is excited to offer **FOUR** product configurations domestically!

#### STARTER PACK

The perfect offering for collectors beginning their Match Attax experience! Each Starter Pack will offer:

- Collector Binder
- Card Checklist + Game Rules Booklet
- 2-Player Game Pitch
- 6 Cards, including a Gold Limited Edition Card

#### MULTI-PACK

Extend your team deck with the Multi-Pack offering! Each Multi-Pack provides:

- 5 Foil Packs
- 6 Cards per Pack
- 30 Total Cards, including a Bronze, Silver or Gold Limited Edition Card

#### BOOSTER BOX

Deluxe card storage! Each Booster Box offers:

- 1 Collector's Tin
- 10 packs, including a Limited Edition Card
- 6 Cards per Pack
- 1 Super Size 24"x36" Wall Chart Checklist

#### DISPLAY BOX

Featuring individual foil packs! Each Display Box contains:

- 50 Foil Packs
- 6 Cards per Pack







**Topps  
Supported  
Tournament  
Play!**

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## MARKETING SUPPORT

**Participating customers will be supported by Topps with additional marketing materials.**

- Tournament play guidelines for bracket-style competitions
- Printed marketing collateral
  - Match rules sheets
  - Game pitches
  - Printed posters

**Get in the Game with UEFA Champions League and Topps Match Attax!**



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