

Product Release Sales Plan



STAR WARS

Galactic Files: Series 2

March 28, 2013

Agenda

- **About the Property**
- Product
- Support Plan
- Launch Details



Star Wars™

The most successful entertainment licensing franchise in history.



- **#1 Boys Toy brand in the U.S. in 6 of the last 7 years.²**
- **#2 Most Licensed Toy in the US¹**
- **Over \$25 billion in retail sales worldwide!**

1) Source: The NPD Group/Consumer Tracking Survey; Annual 2011
2) (NPD Data – Boys 6+)

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Galactic Files is back with even more exciting content and hits!

Awesome **NEW** Hits in Galactic Files Series 2!

- **NEW** Hits include Medallions, Dual Autographs, and Printing Plates!
- Back by popular demand, collectors will enjoy Sketch Cards and Autographs.

Encyclopedia of the Galaxy

- Exploring the exhaustive content of Galactic Files Series 2 will amaze even the most hardcore Star Wars collectors.

Extensive Galactic Files Card Set

Featuring 407 Trading Cards

- **350** in-depth **base cards** covering the Star Wars galaxy
 - **4** Categories
 - Characters, **Places**, **Planets**, and **Weapons**
 - **3** Base parallels
 - Blue, Red, and Ultra Rare 1:10 Gold
- **57** **Insert Cards** with 5 different themes
 - The **Weak-Minded**, Classic Lines, **Ripples in the Galaxy**, **Honor the Fallen**, and Galactic Moments

**3 NEW Categories
& 3 NEW Inserts!**

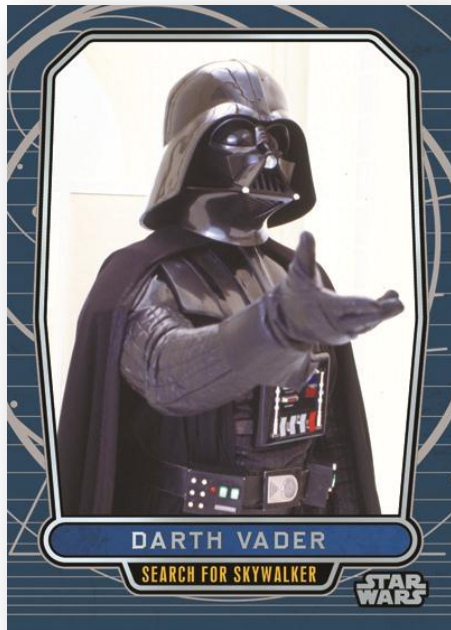


Comprehensive Base Set brings the Star Wars saga to life

Characters: Characters from all 6 Star Wars movies, Clone Wars, and Expanded Universe

Places: All of the most well known places throughout the Star Wars Universe

Characters



Places

New Category!



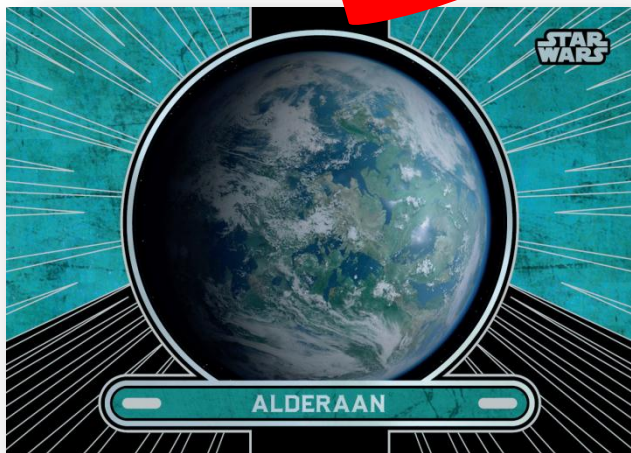
Comprehensive Base Set brings the Star Wars saga to life

Planets: Planets from across the Star Wars Galaxy

Weapons: Weapons used in the Star Wars saga by the light and dark side

Planets

New Category!



Weapons

New Category!



New Insert cards add depth and intrigue

The Weak Minded (1:3) 7 force users as they influence the minds of the weak
Classic Lines (1:4) 10 of the most famous lines from the Star Wars Saga

The Weak Minded

New Insert!



Classic Lines



New Insert cards add depth and intrigue

Ripples in the Galaxy (1:6) 10 moments that altered the course of the Star Wars saga
Honor the Fallen (1:6) A memorial to 10 heroes who fell in battle against the empire

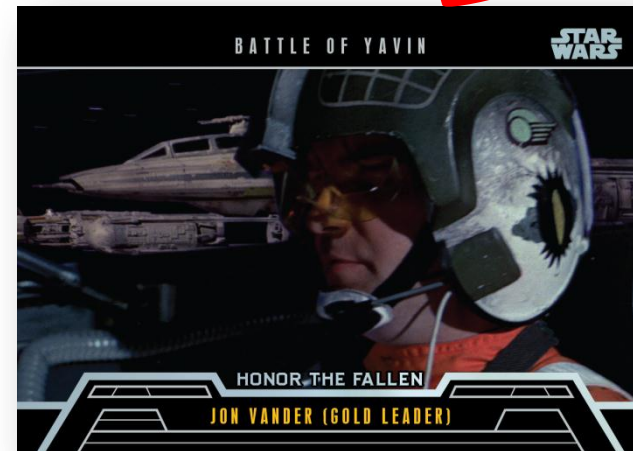
Ripples in the Galaxy

New Insert!



Honor the Fallen

New Insert!



New Insert cards add depth and intrigue

Galactic Moments (1:12) 20 black and white foil cards depicting rarely seen unit photography

Galactic Moments



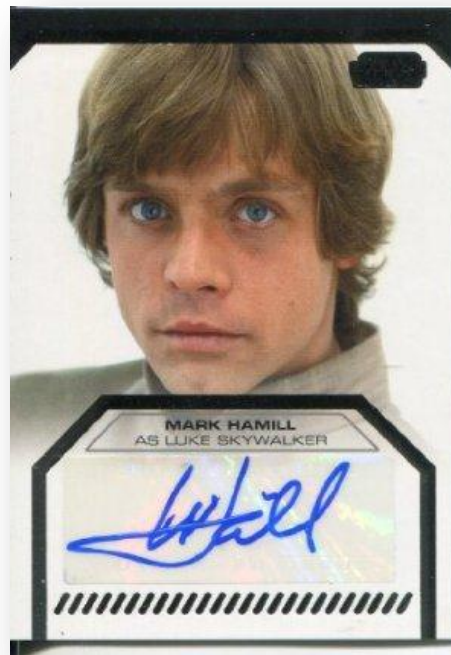
Fan favorite sketch cards and autographs return in Galactic Files Series 2

Sketch Cards: Sketch cards of Star Wars characters from all 6 movies, Clone Wars, and Expanded Universe
Autographs: 20 separate actors from all 6 Star Wars episodes including Billy Dee Williams and Mark Hamill
Dual Autographs: 5 card designs with dual autographs from leading Star Wars characters

1 Sketch Card
+ 1 Add'l Hit
Per Box!

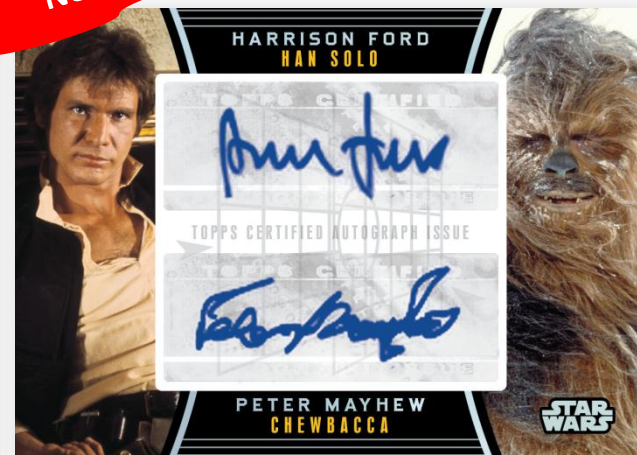


Sketch Card



Autographed Card

New Hit!



Dual Autographed Card



*Autograph signers subject to change

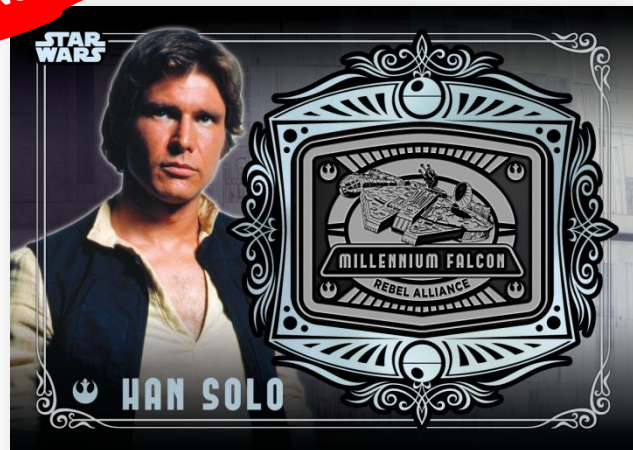


NEW Hits in Galactic Files Series 2 include Medallion Relics, Printing Plates and Dual Autographs!

1 Sketch Card
+ 1 Add'l Hit
Per Box!

Medallion Relics: 12 vehicle medallions on 30 separate card designs featuring heroes of the Galaxy
Printing Plates: 1628 printing plates used in the production of the Galactic Files Series 2 base and insert cards

New Hit!



Medallion Relic Card

New Hit!



Printing Plate Card

Agenda

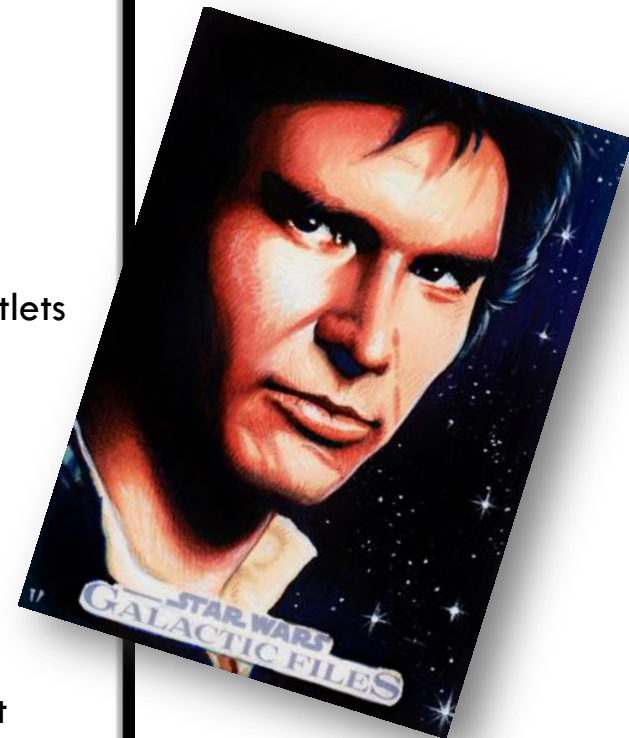
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Galactic Files Series 2 will be supported with online, print and in-store marketing

Marketing Plan

- **Digital Drive**
 - Feature articles Rebelscum.com and Theforce.net
 - Timing: July 2013
 - Official blog and article on StarWars.com
 - Timing: Mid to late August 2013
 - Media and blogger outreach with over a thousand outlets
 - Timing: Early August 2013
 - Topps Star Wars Facebook support with previews, updates and giveaways
 - Timing: July/August 2013
- **Industry Advertisements**
 - Advertisements in key trade publications
 - Cover and card sampling in July release of Non-Sport Update



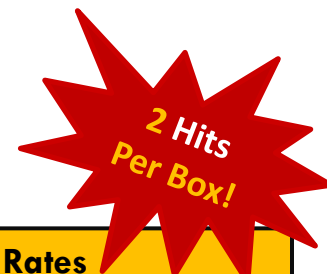
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Product Content

- In Store: 7/31/2013



Product Mix

SKU	SRP
Hobby Single Pack (12 cards per pack)	\$4.99
Hobby Box (24 packs per box)	\$119.99

Insert Rates

Insert	Insertion Rate (per pack)
The Weak Minded	1:3
Classic Lines	1:4
Ripples in the Galaxy	1:6
Honor the Fallen	1:6
Galactic Moments	1:12

Parallel Rates

Parallel	Insertion Rate
Blue	350 each
Red	35 each
Gold	10 each

Hobby Box Hit Rates	
Hit	Insertion Rate (per pack)
Sketch Card	1 per box
Medallion Relic	1:55
Autograph	1:55
Dual Autograph	200 Total
Printing Plate	1,628 Total



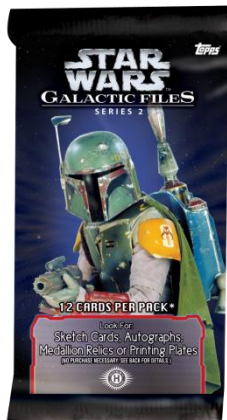
*Hit rates subject to change



Product Images

Star Wars: Galactic Files Series 2

Product Line¹ In Stores 7/31/13



Single Pack
(12 Cards)
\$4.99 SRP

Hobby Box
(24 packs)
\$119.99 SRP

Artwork Not Final

(1) See Price & Packs for Item Numbers and UPC Codes

