

# **Product Release Sales Plan**

## **STAR WARS THE FORCE AWAKENS SERIES 1 Trading Cards**

**Special Hobby Category Manager Sku**



**2015**



# Star Wars 'The Force Awakens' Series will introduce characters and content from the 7<sup>th</sup> film of the Star Wars saga.

## Star Wars: The Force Awakens Series 1 (200 total cards)

- (100) **Base Cards** exploring key characters and story from 'Star Wars: The Force Awakens.'
- (100) **Insert Cards** including:
  - (18) Character Stickers
  - (8) Character Montages
  - (15) Behind The Scenes
  - (16) Concept Art
  - (9) The First Order
  - (16) Movie Scenes
  - (9) Weapons
  - (9) Locations

## 3 Parallels add chase and depth to the base set

- Lightsaber Green (1 per pack)
- Lightsaber Blue (1:2 packs)
- Lightsaber Purple (1:4 packs)

\* Exclusive Foil Parallel of all 200 Base & Insert Cards – Sequentially numbered to 250 \*



*Image FPO. For size & structure only.  
Content will be Star Wars: The Force Awakens.*



# Product Content

- In Store: 12/18/2015

## Parallels

Parallel	Insertion Rate
Lightsaber Green	1 per pack
Lightsaber Blue	1:2 packs
Lightsaber Purple	1:4 packs
Foil Cards # to 110	3 per box

## Inserts (2 per pack)

Inserts
Character Stickers (18)
Character Montages (8)
Behind The Scenes (15)
Concept Art (16)
The First Order (9)
Movie Scenes (16)
Weapons (9)
Locations (9)

