



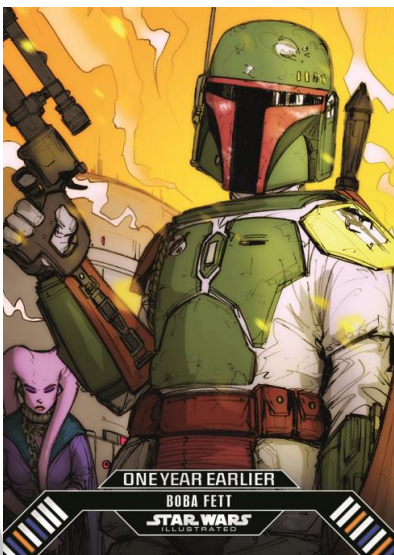
# Product Release Sales Plan

## Hobby Exclusive!

# STAR WARS

## Illustrated

### *The Empire Strikes Back*



October 29, 2015



# STAR WARS ILLUSTRATED

Is the Topps Star Wars trading card platform that lets you see the Radio Dramas like never before!



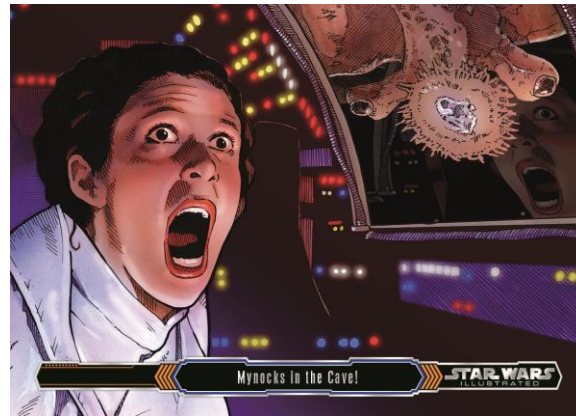
# Star Wars Illustrated: *The Empire Strikes Back* comes to life with new and unique illustrated vantage points from the movie and Radio Drama

## Star Wars Radio Drama

Did you know there was a Radio Drama based on the original *Star Wars* trilogy? In 1983, NPR broadcasted the 3+ hour *Star Wars: The Empire Strikes Back* story to millions of listeners. The Radio Drama add a significant amount of backstory to the *Star Wars* saga and includes expansion of legendary scenes such as Luke's duel with Darth Vader and the Battle at Hoth.



Luke meets Jedi Master Yoda for the first time



Leia discovers unwanted creatures in the cave



Imperial forces attack the Rebel convoy

# ***Star Wars Illustrated* breathes new life into the epic saga by depicting canon material that has never been seen before**

## **Breathtaking all new artwork depicts *Star Wars* like never before!**

*Star Wars Illustrated* depicts *The Empire Strikes Back* from new vantage points and reveals new depth to the epic story. Base cards feature all-new original artwork from top-tier artists.

## **145 cards tell the story of *The Empire Strikes Back***

- (100) Base Cards
  - (3) Base Parallels – Purple, Bronze & Gold
- (15) One Year Earlier Insert
- (10) Movie Poster Artist Reinterpretations
- (8) Embossed Carbonite Character Insert
- (12) The Mission: Capture Skywalker Insert

## **6 different Hits add value for collectors**

- Panorama Sketch Cards
- Film Cell Relics
- Sketchographs
- Sketch Cards
- Artist Autographs
- Printing Plates

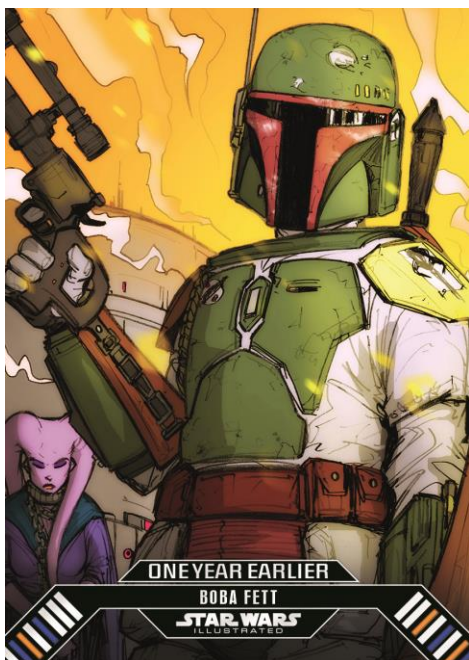


# Insert cards - Provide chase for collectors and add depth to the base set

**One Year Earlier (1:2)** 15 cards illustrating what happened in the year before *The Empire Strikes Back*

**Movie Poster Artist Reinterpretations (1:3)** 10 artist reinterpretations of classic *The Empire Strikes Back* posters  
movie poster

## One Year Earlier



## Movie Poster



# Insert cards - Provide chase for collectors and add depth to the base set

**Embossed Carbonite Character Inserts (1:12)** 8 foil cards that combine to create a scene from the radio drama  
**The Mission: Capture Luke Skywalker (1:8)** 12 cards depicting this vital mission in the story

Embossed Carbonite

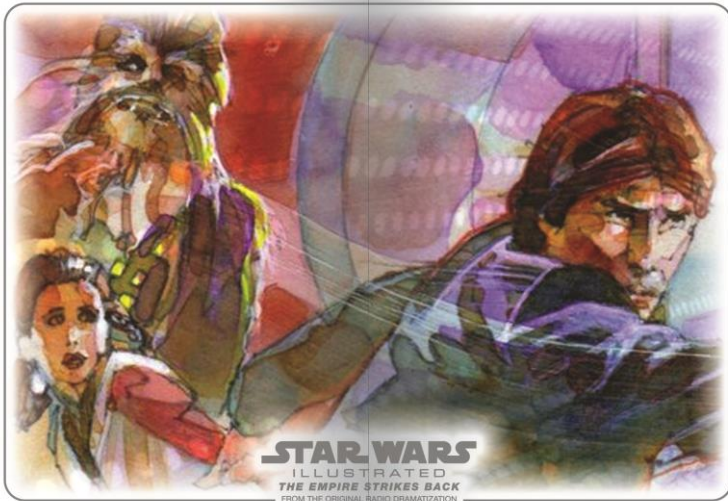


The Mission



# New and unique hits add value for Star Wars collectors

**Panorama Sketch Cards** Book cards that are original pieces of art hand drawn by fan favorite Topps artists  
**Film Cell Relics** Authentic 35mm film cells from the original 1980 *The Empire Strikes Back* film embedded within cards



Panorama Sketch Card



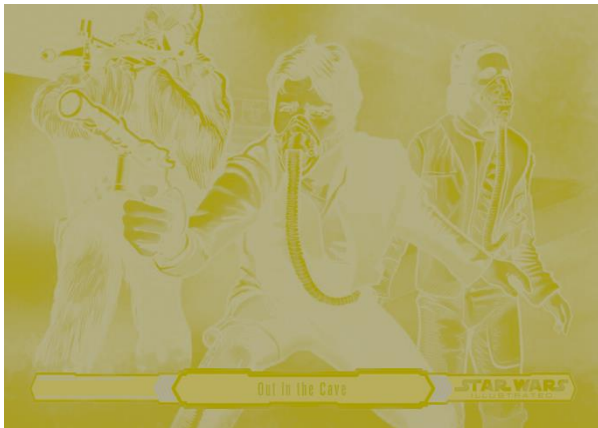
Film Cell Relic

# New and unique hits add value for Star Wars collectors

**Printing Plates** One of a kind printing plates from the production of the base and insert cards

**Artist Autographs** Base parallel signed by the artist who created it

**Sketchographs** Sketch cards autographed by top Star Wars actors from the movie and radio drama



Printing Plate



Artist Autograph



Sketchograph





# Product Content: Hobby Exclusive

In Store: 4/8/2015

## Product Mix

SKU	SRP
Hobby Single Pack (6 cards per pack)	\$3.99

## Insert Rates

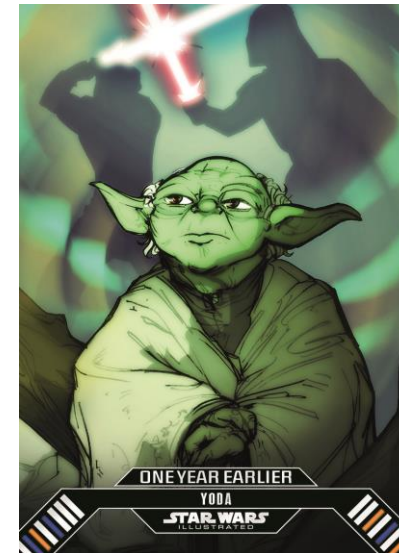
Insert	Insertion Rate (per pack)
One Year Earlier	1:2
Movie Poster Artist Reinterpretations	1:3
Embossed Carbonite Characters	1:12
The Mission: Capture Skywalker	1:8

## Parallel Rates

Parallel	Insertion Rate (per pack)
Purple	1:3
Bronze	1:12
Gold	10 each

## Hits (2 Hits per box)

Hit	Insertion Rate
Panorama Sketch Card	Approx. 5,700
Sketch Card	Approx. 2,000
Film Cell Relic	Approx. 3,000
Sketchagraph	Approx. 800
Printing Plate	580
Artist Autographs	Approx. 5000



\*Hit rates subject to change





# Product Images

## Star Wars Illustrated: The Empire Strikes Back

In Stores 4/8/15



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

