



Product Release Sales Plan



2014 Series 2 Trading Cards

June 13, 2014



Agenda

- **About the Brand**
- Consumer
- Product
- Launch Details



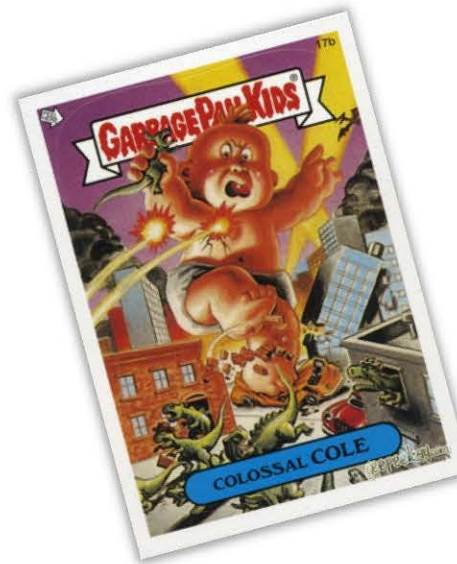
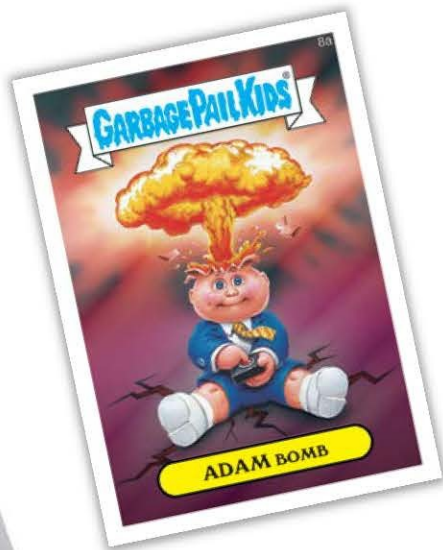
Garbage Pail Kids (GPK) Brand Overview

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!

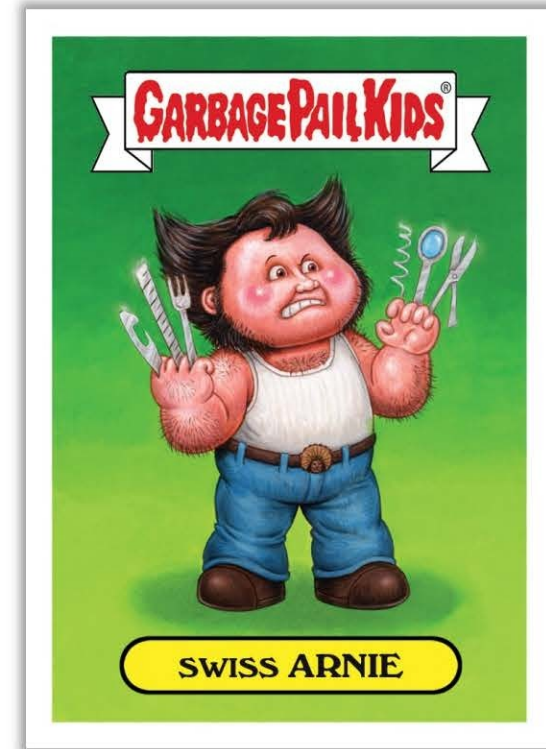
Why We Love GPK

- 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.



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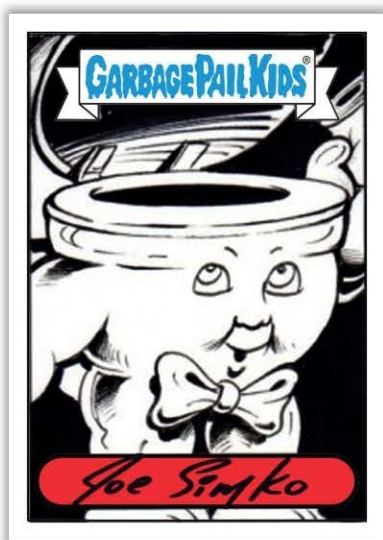




GPK Meets the Diverse Needs of Adult and Kid Fans

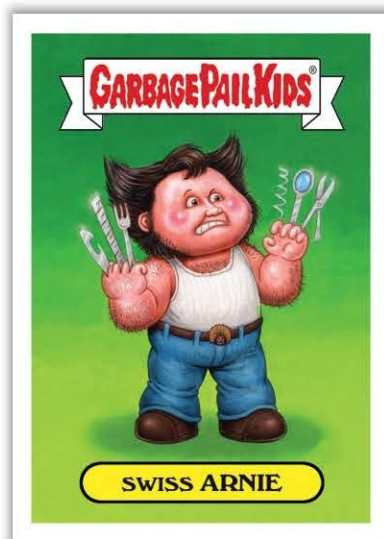
Adult Fans Need:

Memorable Characters
Unique "Hits"



Adult & Kid Fans Need:

Fresh Gags
Clever Art



Kid Fans Need:

Amusing Inserts



The GPK Fan Community Continues to Thrive Online and Now has Over 250,000 Fans on Facebook!

"I just bought some today and felt like I was 10yrs old again. Awesome!"

"This is awesome! I had a good laugh. LOL!"

"Love them more every year!"

"Those are the bomb!"

GARBAGE PAIL KIDS

facebook

"THIS IS AWESOME!!"

"The new GPK's are amazing! Can't wait to get them all!"

"I cant wait to buy some! I've been waiting for the next series to come out!"

"OMG! GPK's!.....Word."

"Just want to say been collecting these cards since the 80s I probably have one of the biggest collections in Washington State! Keep the series coming!"

"Just bought a box and got a sketch card! Woot!"

"Very nice artwork. Awesome!"

GARBAGE PAIL KIDS

Content subject to change

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GPK 2014 Series 2 will Drive Sales Through Exciting New Content and Fan Engagement

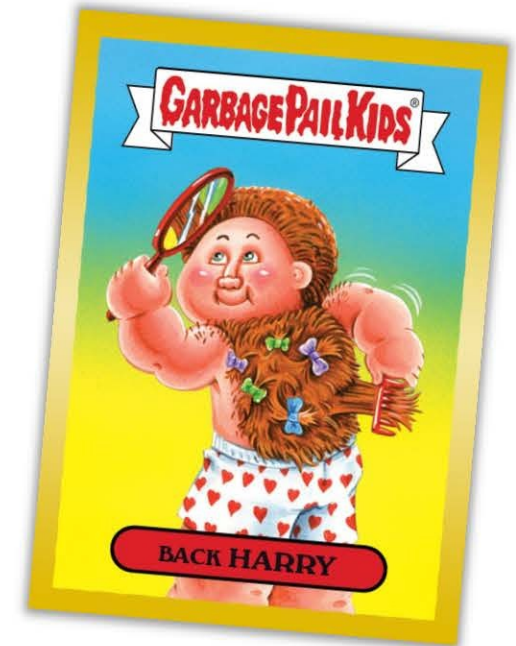


Goals

- Drive incremental sales with a highly differentiated property
- Maximize sales by appealing to Adult Collectors and Kid Fans

Strategies

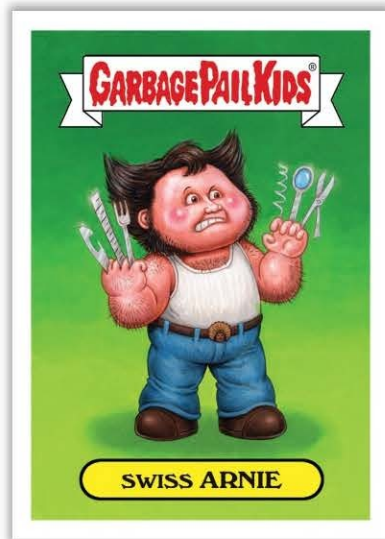
- Excite Set Collectors and Kid Fans with new art, fun inserts, and valuable bonus content
- Increase product value with exciting new content such as collectible foil medal cards
- Build fan engagement and product awareness with social media and PR.



Unleash the Power of GPK Superheroes with GPK 2014 Series 2

GPK 2014 Series 2 Superheroes Theme

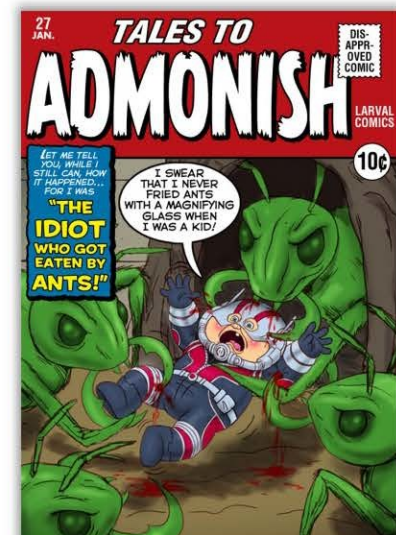
- Between Avengers, S.H.I.E.L.D., Batman, and more; Superheroes are more popular than ever. Now, GPK is getting in on the action with its own hilarious cast of parody heroes and villains!
- See GPK's unique group of heroes and villains show off their special powers and wage epic battles between good and evil. Will *Spider Manny* and his super snot webs prevail over *Venomous Vince*?



Base Card



Trey Cycle Battle Insert Card



Comic Book Cards



GPK 2014 Series 2 Product Overview



GPK 2014 Series 2

- **152 Cards to Collect!**
 - (132) Brand new characters – 66 A/B names
 - (10) Superhero Battles
 - (10) Full Card Comics
- **Parallels Provide Chase for Collectors**
 - Black Parallel (1:2)
 - Silver Parallel (1:24) – **HOBBY EXCLUSIVE**
 - Gold Parallel (85 per subject)
- **Bonus Cards and Short Prints**
 - (8) Bonus Cards – **HOBBY EXCLUSIVE**
 - (11) Superhero C-names (1:100)
- **Exciting Rare Hits Add Value**
 - Die Cut Sketch Cards
 - Artist Autographs
 - Printing Plates



GPK Hobby Collector Pack is Packed Full of Exclusive Content!

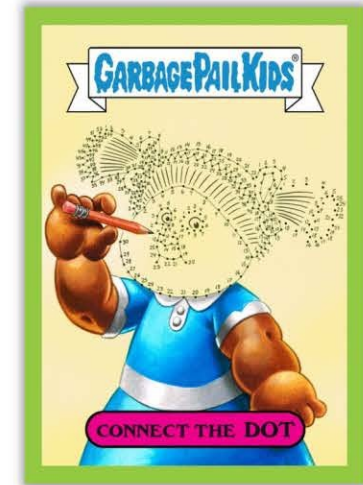


Hobby
Exclusive!

GPK 2014 Series 2

Hobby Collector Pack – 152 Cards to Collect

- **3 Guarantees Per Pack**
 - 1 Black Parallel
 - 1 Metallic Red Parallel
 - 1 Canvas Parallel
- **4 Guarantees Per Box**
 - 1 Hobby Bonus Sticker (8 subjects)
 - 1 Character Back Parallel
 - 1 Sepia Parallel
 - 1 Patch Relic OR Die Cut Sketch OR Autograph OR Printing Plate
- **1 Guarantee Per Case**
 - 1 Rare Art Variant (5 subjects)



Superhero Themed Inserts Add a Fresh, New Angle to Classic GPK Humor

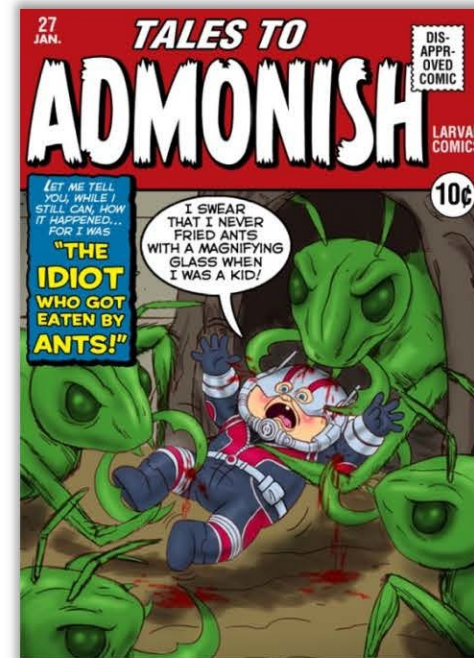
Superhero Battles (1:3): GPK superheroes battle super villains in these epic cards featuring A/B backs with Stats & Bios or Wanted Posters

Full Card Comic (1:6): Comic book parodies featuring the GPK superheroes with comic backs

Superhero Battles



Full Card Comic



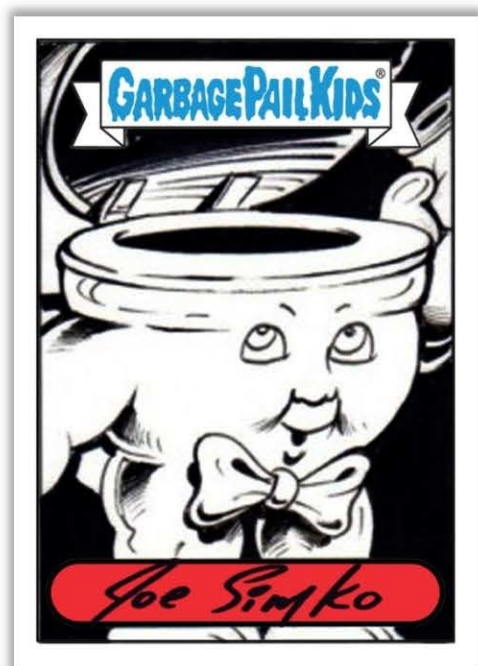
Exciting Hits will Provide a Chase for Collectors!

Sketch Cards: One of a kind artist illustrations from the most popular GPK artists

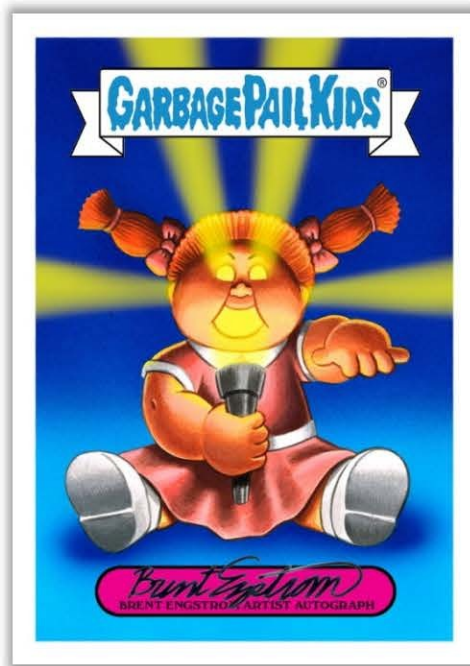
Artist Autographs: GPK character cards signed by the artists who created them

Printing Plates: 600+ printing plates from the base set and bonus cards

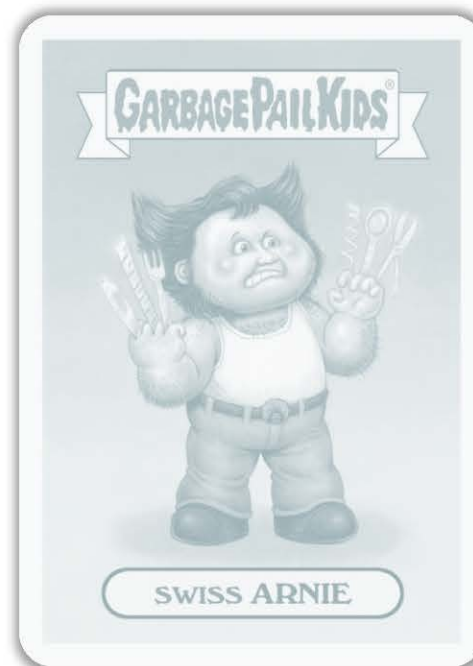
Sketch Cards



Artist Autographs



Printing Plates



Exclusive Content Provides Added Value for Collectors in Hobby Stores

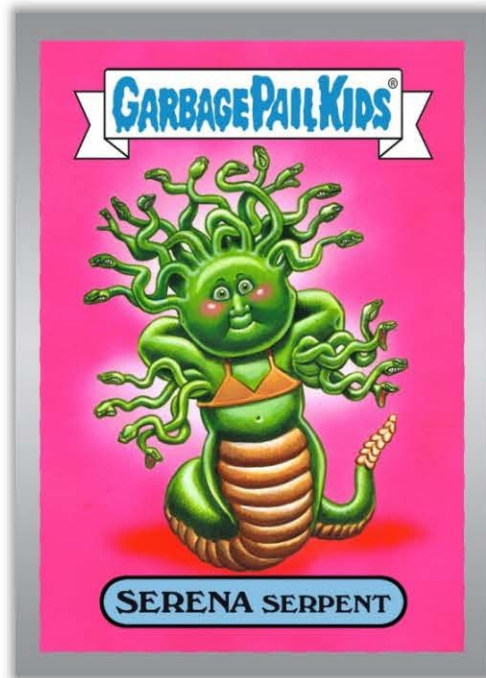


Bonus Stickers (1:24): Hobby exclusive Bonus cards parodying classic pop culture

Silver Parallel (1:24): Hobby exclusive silver parallel of the base cards

Die Cut Sketch Cards (500 total): One of a kind die cut shaped sketch cards by GPK artists

Silver Parallel



Die Cut Sketch Cards



Exclusive Parallels add additional Value to the Collector Pack

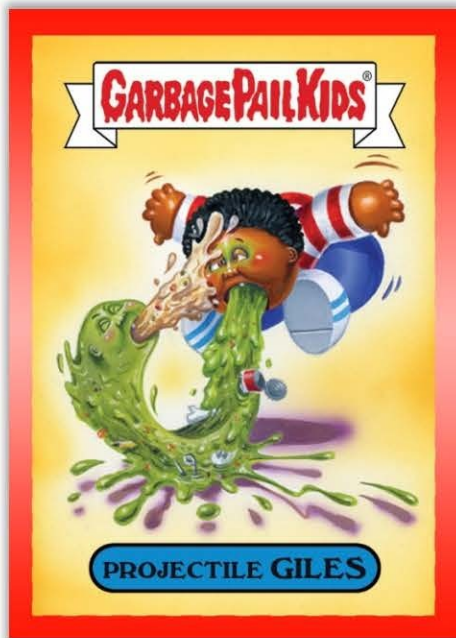


Metallic Red (1:1): Exclusive metallic red border parallel cards for set collectors

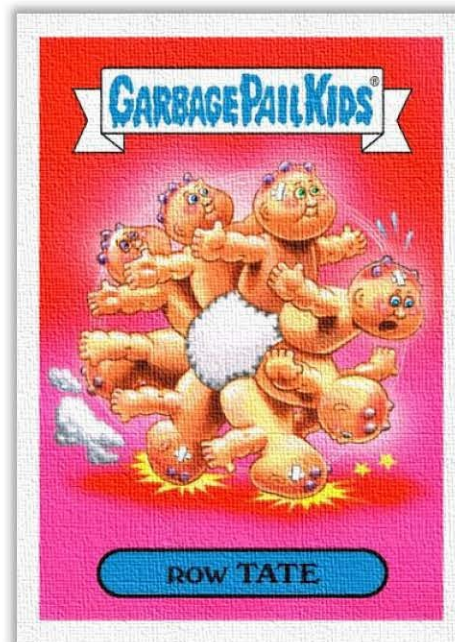
Canvas Texture (1:1): Base card parallel featuring a canvas texture and black border

Sepia (1:24): Sepia tone replicates vintage photographs for a unique look at GPK characters

Metallic Red



Canvas Texture



Sepia



Even More Collector Pack Exclusive Content!

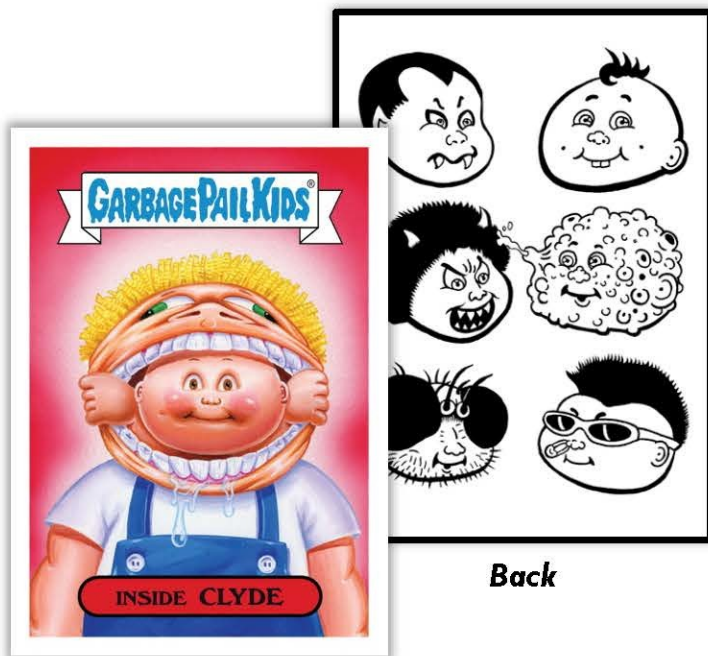


Character Backs (1:24): Card back feature 6 iconic GPK character heads

Art Variants (1:192): Rare base variants with alternate art

Patch Relics (1:48): Manufactured patch relics parodying the logos of the GPK superheroes

Blank Backs



Front

Back

Art Variants



Base

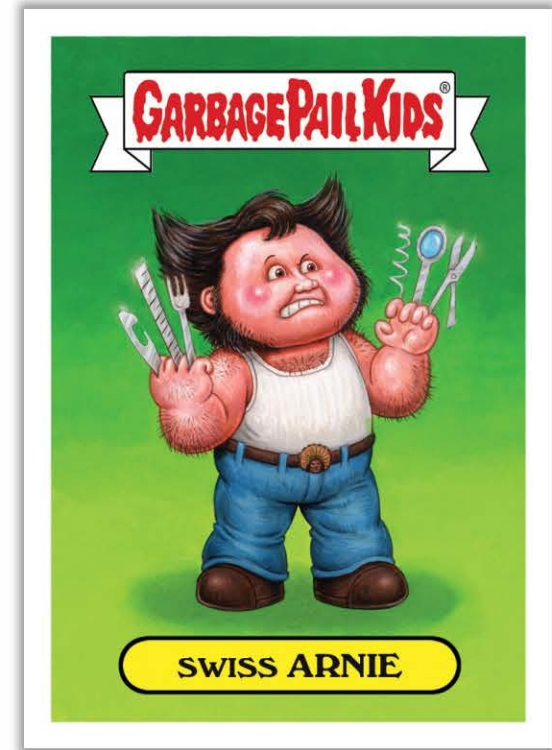
Art Variant

Patch Relics



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Product Content: HOBBY CHANNEL

- **First Ship:** 10/24/14
- **In Store:** 10/29/14

Product Mix

SKU	SRP
Standard Hobby Pack (10 Cards)	\$2.50
Standard Hobby Box (24 Packs)	\$60.00
Hobby Collector Pack (6 Cards)	\$5.00
Hobby Collector Box (24 Packs)	\$120.00

Hobby Box Parallels

Parallel	Insert Rate / QTY
Black	1:2
Silver	1:24
Gold	85 per subject

Hobby Box Inserts

Insert	Insert Rate
Superhero Battles	1:3
Full Card Comics	1:4



Hobby Box Hits

Insert	Insert Rate/ QTY
Artist Autos	3,300 total
Printing Plates	644 total
Die Cut Sketch Cards	500 total
Hobby Bonus (8 subjects)	1:24

Hobby Only!
Hobby Only!

Exclusive

Hobby Collector Pack Exclusive Content Inserts & Parallels	
Hit	Insert Rate / QTY
Metallic Red	1:1
Canvas Texture	1:1
Blank Back	1:24
Sepia	1:48
Patch Relics (10 subjects)	1:48
Die Cut Sketch Cards	500 total
Art Variants (5 subjects)	1 per Case





Product Images: HOBBY CHANNEL

Garbage Pail Kids 2014 Series 2

Product Line¹ In Stores: October 29, 2014



Single Pack
(10 Cards Per Pack)
\$2.50 SRP



Hobby Box
(24 Packs)
\$60 SRP



Collector Pack
(6 Cards Per Pack)
\$5.00 SRP

Special
Collectors Edition!



Collector Box
(24 Packs)
\$120 SRP

All Artwork FPO

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



Content subject to change

