

PANINI

KOBE BRYANT

HOBBY

A photograph of Kobe Bryant in a white Los Angeles Lakers jersey with yellow and purple accents. He is wearing a purple elbow pad on his right arm and has a crown tattoo on his left shoulder. He is holding a basketball in his left hand and looking towards the camera with a slight smile. The background is a dark blue with light rays emanating from behind him.

PANINI
BRILLIANCE
BASKETBALL

2012-13 NBA TRADING CARDS

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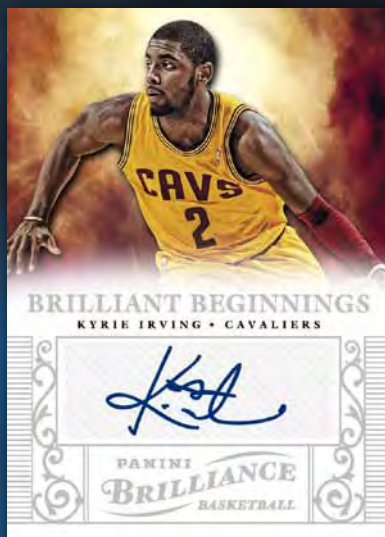
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GAME TIME JERSEYS

BRILLIANT BEGINNINGS



Check out the Brilliant Beginnings autograph set featuring 60 rookies!



Find jumbo jersey's from 80 of the league's most talented players!

MARKS OF BRILLIANCE



Huge autograph checklist with over 200 legends and stars!

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SPRINGFIELD

COMMON STARBURST



**Look for Starburst
parallels of all 300 base
cards – Two per box!**



**Look for this insert
with a nod to the
legends in the
Basketball Hall of Fame!**

TEAM TOMORROW



**Check out Team Tomorrow,
one of six inserts featuring
blasts from the hobby's past!**

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HOBBY CONFIGURATION

6 - CARDS PER PACK
20 - PACKS PER BOX
12 - BOXES PER CASE

BOX BREAK

Two Autographs
One Memorabilia Card
Two Starbursts
13 inserts

COLLECTION BREAKDOWN

300-card base set
240 Marks of Brilliance Autographs
60 Brilliant Beginnings Rookie Autographs
City-to-City dual memorabilia cards
Gametime Jerseys memorabilia cards
Starburst and Artist Proofs parallels

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PRODUCT HIGHLIGHTS

300-card base set, a huge autograph checklist featuring 240 veterans and legends, and 60 rookies, plus brilliant inserts including blasts from the hobby's past!

The legendary return of landmark inserts such as Starburst and Artists Proofs parallels.

KEY SELLING POINTS

A bold addition to the Panini America NBA portfolio bolstered by special embossed inserts that are different to the touch.

City-to-City, a memorabilia card inspired by a Panini collector.

Large 240-card autograph checklist in Marks of Brilliance and the league's 60 hottest rookies in Brilliant Beginnings.

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