



**PANINI**

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**PRIZM™**

**HOBBY**

**NATIONAL BASKETBALL ASSOCIATION  
TRADING CARDS**

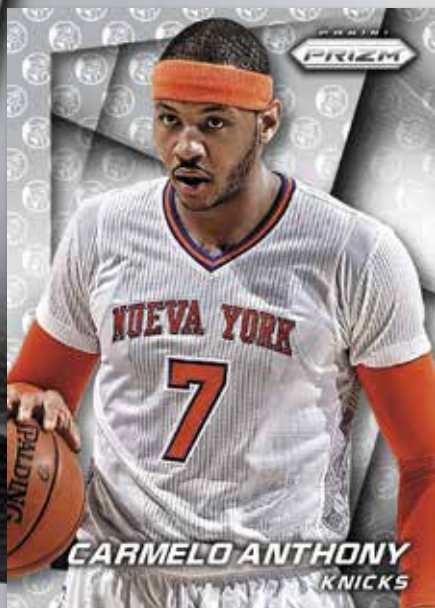
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PANINI  
**PRIZM**



*Find 14 Prizms on average in every box, including the following hobby-exclusive colors: Purple Die-Cut, Blue, Red, Gold and Black!*



*Brand new to Prizm this year is the rare SP set! Look for versions featuring current NBA stars, Rookies, and members of the Basketball Hall of Fame!*

*Exclusive to Hobby boxes, find Rookie Autographs of members of the most anticipated rookie class in years!*





PANINI  
**PRIZM™**



### **FIREWORKS**

*Look for this explosive insert featuring brilliant colors!*



### **FRESHMAN PHENOMS**

*Find ten players from the incredibly stacked 2014 NBA Draft Class!*



### **SUPERSTARS**

*Search for five of the NBA's best and brightest in the hard to pull insert set!*



## **HOBBY CONFIGURATION**

**5 CARDS PER PACK, 20 PACKS PER BOX, 12 BOXES PER CASE**

## **BOX BREAK**

**1 Hobby-exclusive Rookie Autograph, 14 Prizms,  
2 SP cards and 2 insert cards**

## **KEY SELLING POINTS**

- *Prizm returns with an all-new configuration and more of the stunning Prizm technology that has captivated collectors every year since its debut.*
- *New for 2014-15 Prizm: Find 14 Prizms in every Hobby box, including the following exclusives: Purple Die-cut (#'d/139), Blue (#'d/99), Red (#'d/49), Gold (#'d/10), and Black (#'d/1)*
- *For the first time, every box will deliver an exclusive Rookie Autograph card - Look for parallels of each card, including Gold (#'d/10) and Black (#'d/1)!*
- *Discover the brand-new rare SP cards, falling on average two per box!*