

Product Release Sales Plan

STAR WARS

THE FORCE AWAKENS SERIES 2

Trading Cards



OCTOBER 2015

Star Wars 'The Force Awakens' Series 2 will tell the complete story of the 7th film of the Star Wars saga.

Star Wars: The Force Awakens Series 1 (154 total cards)

- (100) **Base Cards** telling the story of 'Star Wars: The Force Awakens.'
- (54) Insert Cards including:
 - (18) **Character Bios**
 - (9) **Stickers**
 - (9) **Aliens Identification Guide**
 - (9) **Character Journeys**
 - (9) **Concept Art**

6 Parallels add chase and depth to the base set

- Lightsaber Green (1 per pack)
- Lightsaber Blue (1:2 packs)
- Lightsaber Purple (1:4 packs)
- Holofoil (1:12 packs) *New vs. TFA Series 1*
- Gold (numbered to 100) [HOBBY ONLY]
- Platinum (numbered to 1) [HOBBY ONLY]



Star Wars 'The Force Awakens' Series 2 will include great hits for the engaged collector!

Star Wars 'Journey To The Force Awakens' Series 2 is loaded with Hits!

Hits add value for collectors

- Autographs
 - Base Autograph
 - Lightsaber Purple Parallel (50) [HOBBY ONLY]
 - Holofoil Parallel (25) [HOBBY ONLY] *New Vs. TFA Series 1*
 - Gold Parallel (10) [HOBBY ONLY]
 - Platinum Parallel (1) [HOBBY ONLY]
- Dual Autographs [HOBBY ONLY]
 - 3 Subjects x 3 each
- Triple Autographs [HOBBY ONLY]
 - 2 Subjects x 3 each
- Sketch Cards
- Medallion Cards – 36 total
 - Bronze, Silver, Gold and Platinum parallel
- Printing Plates
 - Base Printing Plates
 - Signed Printing Plates



100 Base Cards feature storyline from 'Star Wars: The Force Awakens' on full bleed designs.

100 Base Cards + 6 Parallels



There are 6 parallels in Topps Star Wars The Force Awakens Series 1:

- Lightsaber Green (1 per pack)
- Lightsaber Blue (1:2 packs)
- Lightsaber Purple (1:4 packs)
- Holofoil (1:12 packs)
- Gold (# to 50) (Hobby Only)
- Platinum (# to 1) (Hobby Only)

FPO - All TFA Images embargoed until release



Star Wars: The Force Awakens Series 1 has 5 different insert sets for collectors to chase.

Character Bios:

featuring characters from Star Wars: The Force Awakens

Stickers:

featuring characters from Star Wars: The Force Awakens

Alien Identification Guide:

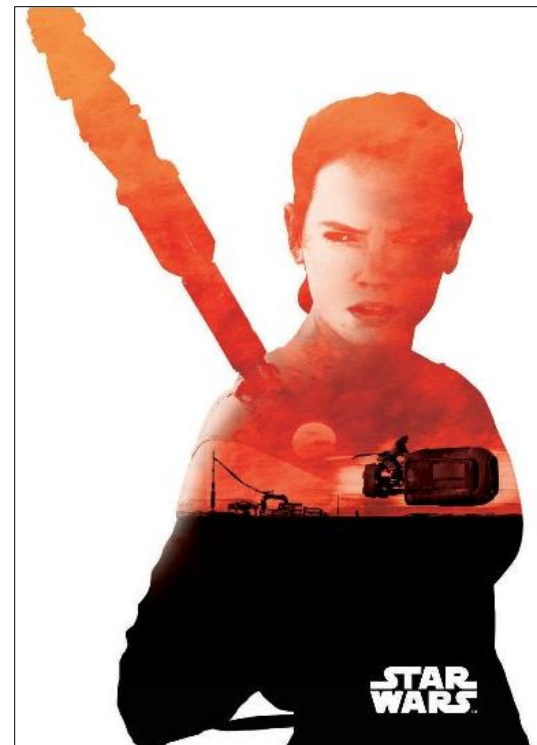
featuring new alien species

Character Journeys:

profiling important characters from the film

Concept Art:

featuring artwork used to create the film



**FPO - All TFA Images
embargoed until release**



Star Wars: The Force Awakens Series 2 has a wide variety of hits to collect!

Base Autographs: from the stars of the film

Lightsaber Purple Autograph Parallels: autograph parallel numbered to 50 [HOBBY ONLY]

Holofoil Autograph Parallels: autograph parallel numbered to 25 [HOBBY ONLY]

Gold Autograph Parallels: autograph parallel numbered to 10 [HOBBY ONLY]

Imperial Guard Red Autograph Parallels: 1:1 actor autographs [HOBBY ONLY]

Dual Autographs – 3 subjects

Triple Autographs – 2 subjects

Quad Book Autograph – 1 subject

Medallion Cards – 36 subjects

Bronze, Silver, Gold and Platinum parallel

Sketch Cards

Printing Plates

Autographed Printing Plates



Product Content

- In Store: 03/09/2016



Skus

SKU	SRP
Hobby Single Pack (8 cards per pack)	\$3.99
Hobby Box (24 packs per box)	\$95.99

