

topps

THE **amc WALKING DEAD**



SURVIVAL BOX

TRADING CARDS

**The first-ever
The Walking Dead
high-end Card Series!**



Base Card



Autograph Card

ONE HIT PER 5-CARD MINI BOX! FOUR HITS PER MASTER BOX!

**New characters and inserts!
New autograph signers!
New relics & costume pieces!**

Featuring content from across all six seasons of AMC's *The Walking Dead*!

IN STORES DECEMBER 2016



THE **amc WALKING DEAD**



THE #1 SHOW ON TELEVISION!

AND STILL GOING STRONG!

- 2015 marks the 4th consecutive year at #1
- 4 Years in a row for ages 18-34
- 2 Years in a row for ages 25-54

Source: Nielsen. 15/16 t-d, Prime Programs (Mon-Sun 8p-11p),
excl sports, specials and repeats.

SOCIAL MEDIA

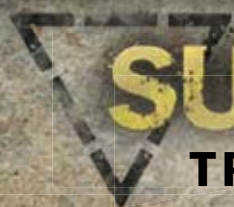
- 3.6 M+ Instagram followers
- 3.98M+ Twitter followers
- 33.5M+ Facebook followers

#1 TV series on Twitter for 2 years in a row!

**The Season 6 mid-season finale overall Twitter
conversation reached an estimated 5 billion impressions!**

Topps

THE **amc WALKING DEAD**



SURVIVAL BOX

TRADING CARDS

BASE CARDS

**50 PREMIUM, THICK BASE CARDS
COVERING THE MOST IMPORTANT
CHARACTERS FROM ACROSS ALL
6 SEASONS OF AMC'S THE WALKING DEAD!**

**PLUS 25 SHORT PRINT CARDS FEATURING
VARIANT VERSIONS OF TOP CHARACTERS!**

Unique, Never-Before-Seen Parallels to Chase:

- Infected #’d to 99
- Rotten #’d to 25
- Maggots #’d to 10
- Bone #’d 1 of 1
- Printing Plates



Base Card



Base Card – Bone Parallel

topps

THE **amc WALKING DEAD**



SURVIVAL BOX

TRADING CARDS

INSERT CARDS

**WALKER BITE CARDS
KILL OR BE KILLED
SURVIVAL GUIDE**

PARALLELS TO CHASE:

- Rotten #’d to 25
- Maggots #’d to 10
- Bone #’d 1 of 1
- Printing Plates



Kill Or Be Killed

Topps

THE **amc WALKING DEAD**



SURVIVAL BOX

TRADING CARDS

AUTOGRAPHS & SKETCH CARDS

**AUTOGRAPH CARDS, INCLUDING NUMEROUS PARALLELS!
DUAL AUTOGRAPHS AND TRIPLE AUTOGRAPH BOOK CARDS!
SKETCH CARDS FEATURING CHARACTERS FROM
THROUGHOUT THE SERIES!**



Dual Autograph Cards



THE amc WALKING DEAD



SURVIVAL BOX

TRADING CARDS

RELIC CARDS

NEW COSTUME PIECES TO COLLECT!

**RELIC CARDS FEATURING COSTUMES
FROM THE SHOW, INCLUDING
NUMEROUS PARALLELS!**

AUTOGRAPH RELIC CARDS

DUAL RELIC CARDS



Relic Card



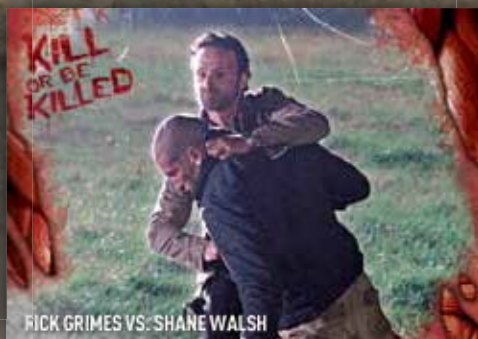
THE amc WALKING DEAD®



SURVIVAL BOX

TRADING CARDS

**ONE HIT PER 5-CARD MINI BOX!
FOUR HITS PER MASTER BOX!**



Look for Topps The Walking Dead Survival Box in stores December 2016

Solicitation subject to change Final odds/actors subject to actual production runs.

© & © 2016 THE TOPPS COMPANY, INC. ALL RIGHTS RESERVED. TOPPS IS A REGISTERED TRADEMARK OF THE TOPPS COMPANY, INC. ALL RIGHTS RESERVED. Topps does not, in any manner, make any representations as to whether its cards will attain any future value. NO PURCHASE NECESSARY. For a chance to get an autographed/relic insert card, see pack for details. Topps has authorized only the packaging and distribution of sequentially numbered cards stated on the card, but cannot guarantee that counterfeit or unauthorized cards will not exist. Although these actors have agreed to provide these cards to Topps, we cannot guarantee that all autographs and/or relics will be received in time for inclusion in this product. In the event of unavailability, Topps reserves the right to substitute an alternative and/or relic card. The Walking Dead © 2016 AMC Film Holdings LLC. All Rights Reserved.



amc WALKING DEAD