



THE
amc **WALKING DEAD**
SEASON 5 TRADING CARDS

**THE FIRST-EVER TOPPS®
THE WALKING DEAD CARD SERIES!**

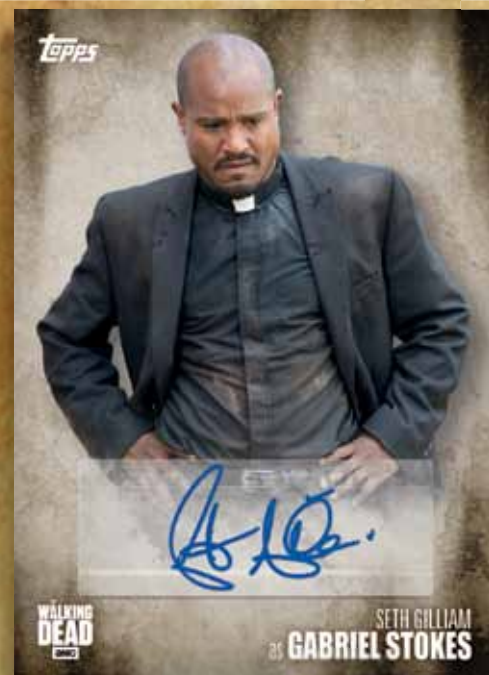
TWO HITS PER HOBBY BOX!

New characters and inserts!
New autograph signers!

Featuring the entire 5th Season in one card series!



Base Card



Autograph Card

IN STORES OCTOBER 2016



THE
amc **WALKING DEAD**
SEASON 5 TRADING CARDS

THE WALKING DEAD

**FOUR YEARS AS #1
AND STILL GOING STRONG!**

- 2015 marks the 4th consecutive year as the #1 TV Show!
 - 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 (M-Su 8p-11p),
excl sports, specials and repeats.

SOCIAL MEDIA

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

***The Walking Dead* is the #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!**



THE amc WALKING DEAD SEASON 5 TRADING CARDS

BASE CARDS

100 BASE CARDS TELL THE ENTIRE STORY OF SEASON 5!

5 Parallels to Chase

- Rust #'d to 99
- Mud #'d to 50
- Mold #'d to 25
- Sepia #'d to 10
- Blood #'d to 1



Base Card



Base Card- Blood Parallel



THE amc[®] WALKING DEAD[®] SEASON 5 TRADING CARDS

INSERT CARDS

3 Inserts to Chase!

Character Profiles
Walkers
Locations



Walkers Card

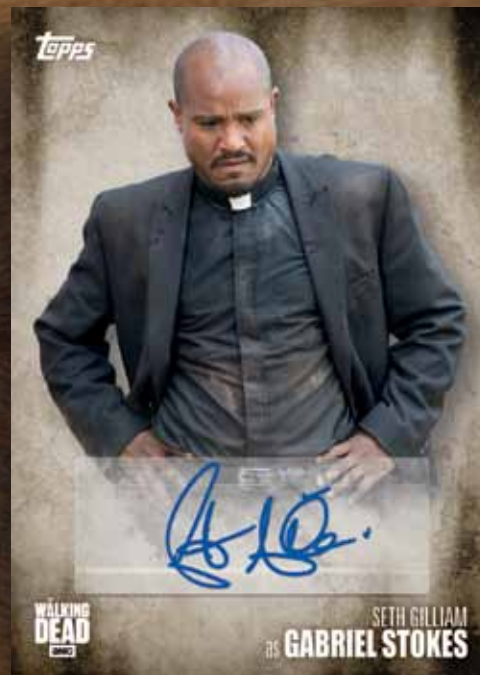


THE amc WALKING DEAD[®] SEASON 5 TRADING CARDS

AUTOGRAPHS & SKETCH CARDS

Autograph Cards with several Parallels!

Dual Autographs & Triple Autographs to chase!
Sketch Cards featuring characters from Season 5!



Autograph Card

RELIC CARDS

Relic Cards featuring new costumes from the show!
Numerous Parallels to chase!



THE
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SEASON 5 TRADING CARDS

TOPPS®
THE WALKING DEAD SEASON 5

140 BASE & INSERT CARDS TO COLLECT!
TWO HITS PER HOBBY BOX!



**LOOK FOR TOPPS® THE WALKING DEAD SEASON 5
 IN STORES OCTOBER 2016!**

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



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