



CRYPTOZOIC™
ENTERTAINMENT

CZX Super Heroes & Super-Villains

The epic cinematic battle between good and evil comes to the trading card world! **CZX Super Heroes & Super-Villains** features memorable images from movies starring DC's greatest characters, spanning from 2005's *Batman Begins* to the recent *Aquaman* and *Shazam!* Cryptozoic's CZX super premium release showcases an unprecedented list of on-card autograph signers, led by renowned stars Gal Gadot, Ben Affleck, Henry Cavill, Ezra Miller, and Jason Momoa. In addition, the set includes cards with gold Deco Foil and hand-drawn Sketch Cards. Years in the making, this is the highest quality trading card product ever created based on DC's films.

Key Selling Points

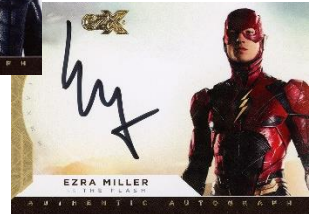
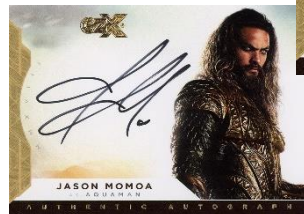
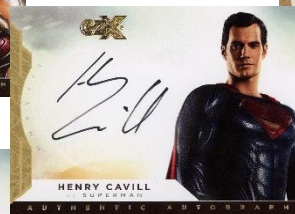
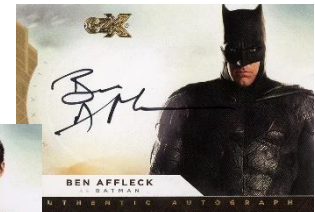
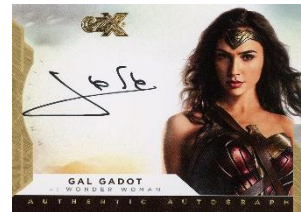
CZX super premium trading card release

Based on DC films spanning from *Batman Begins* to *Aquaman* and *Shazam!*

Ultra high quality cards: thick, glossy, gold Deco Foil

Randomly inserted Autograph and Sketch Cards

On-card signers include stars Gal Gadot, Ben Affleck, Henry Cavill, Ezra Miller, and Jason Momoa (with multiple cards), plus other key cast members



Contents Summary

- 54-card Base Set features images from *Aquaman*, *Justice League*, *Wonder Woman*, *Suicide Squad*, *Batman v Superman: Dawn of Justice*, *Man of Steel*, *The Dark Knight Rises*, *The Dark Knight*, and *Batman Begins*
- 2 Chase Sets: Film Cel and CZ STR PWR
- Autograph Cards signed by various stars (1:6 packs)
- Hand-drawn Sketch Cards (1:6 packs)
- Foil variants of Base Set
- Printing Plates

Release Date:
November 2019

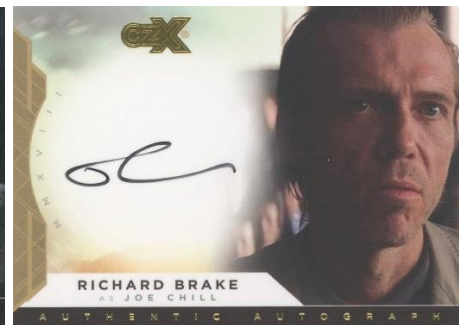
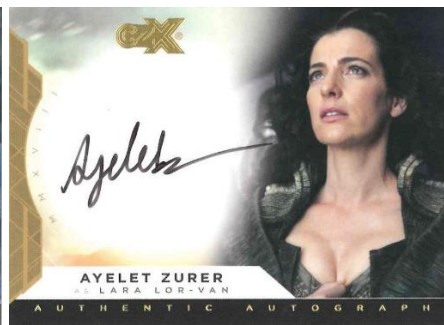
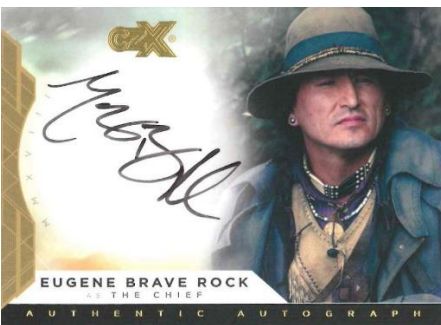
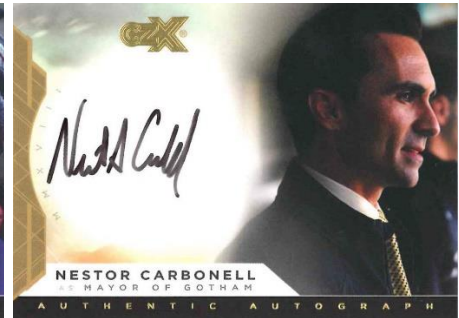
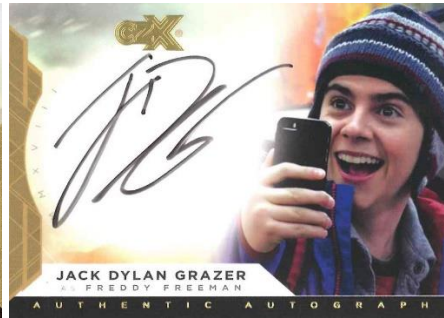
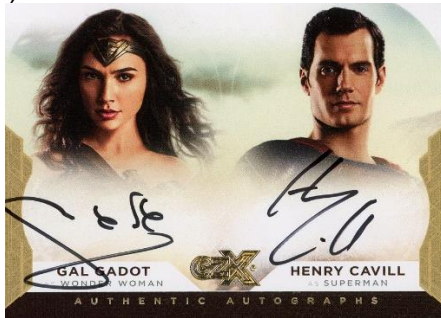


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Autograph Cards (1:6 packs)

In addition to Gadot, Affleck, Cavill, Miller, and Momoa, signers of Autograph Cards for the set include Jack Dylan Grazer (*Shazam!*), Nestor Carbonell (*The Dark Knight*), Eugene Brave Rock (*Wonder Woman*), and Ayelet Zurer (*Man of Steel*).



Autograph Signers

- Gal Gadot** as Wonder Woman (*Justice League, Wonder Woman*)
- Ben Affleck** as Batman (*Justice League, Batman v Superman: Dawn of Justice*)
- Henry Cavill** as Superman / Clark Kent (*Justice League, Man of Steel*)
- Jason Momoa** as Aquaman / Arthur Curry (*Justice League, Aquaman*)
- Ezra Miller** as The Flash / Barry Allen (*Justice League*)
- Jack Dylan Grazer** as Freddy Freeman (*Shazam!*)
- Richard Brake** as Joe Chill (*Batman Begins*)
- Temuera Morrison** as Tom Curry (*Aquaman*) / Abin Sur (*Green Lantern*)
- Ayelet Zurer** as Lara Lor-Van (*Man of Steel*)
- Graham McTavish** as King Atlan (*Aquaman*)
- Nestor Carbonell** as Mayor of Gotham (*The Dark Knight, The Dark Knight Rises*)
- Doutzen Kroes** as Venelia (*Wonder Woman*)
- Antje Traue** as Faora-Ul (*Man of Steel*)
- Eugene Brave Rock** as The Chief (*Wonder Woman*)
- Tao Okamoto** as Mercy Graves (*Batman v Superman: Dawn of Justice*)
- Robin Atkin Downes** as Doomsday (*Batman v Superman: Dawn of Justice*)
- Alain Chanoine** as Incubus (*Suicide Squad*)

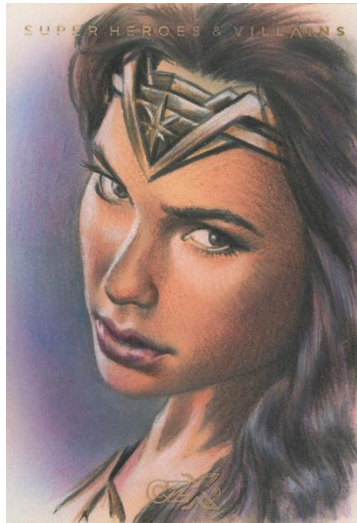
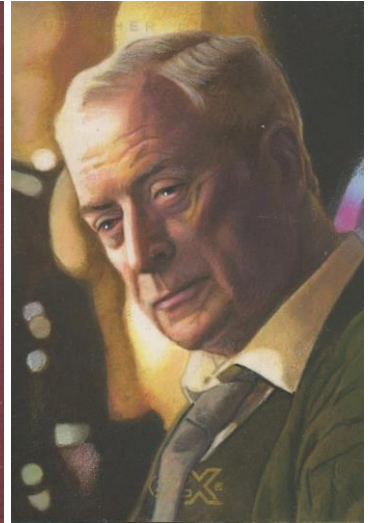
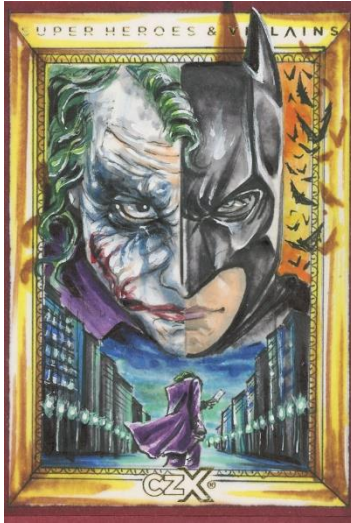
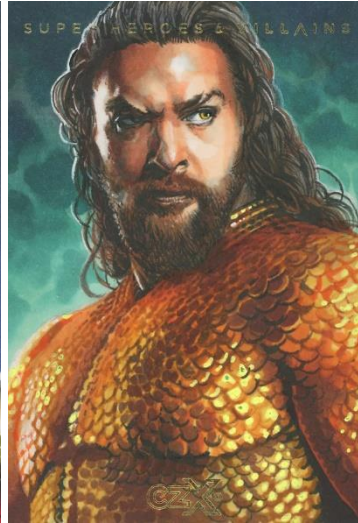
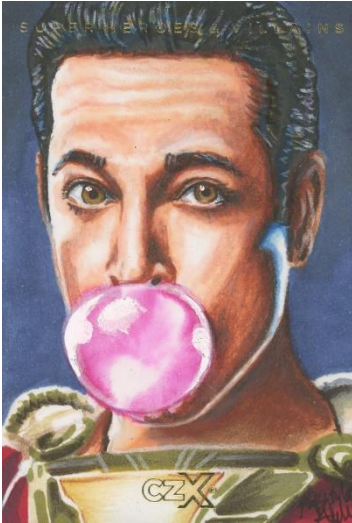


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Sketch Cards (1:6 packs)

The Sketch Cards by some of today's hottest artists present detailed, one-of-a-kind drawings of favorite DC Super Heroes and Super-Villains from the movies.





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Chase and Base Cards

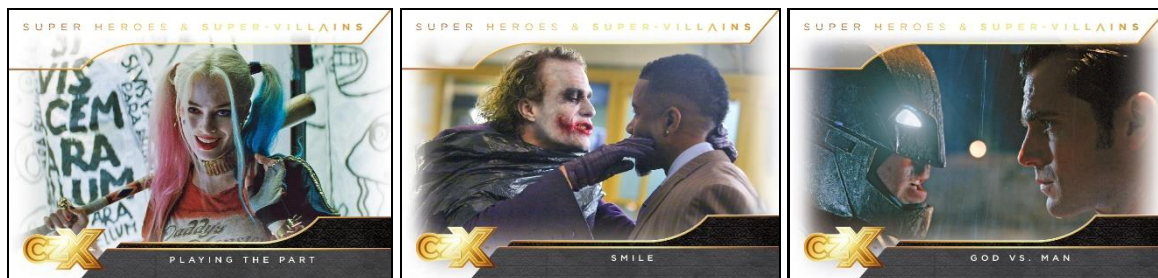
Film Cel, the first Chase Set, features cards created to resemble actual film cels from various DC movies. These cels are printed on PETG acetate, are inserted into the card, and can be seen through a swatch display window.



CZX STR PWR, the second Chase Set, showcases characters from various DC movies on rare, high-quality cards printed on foil board.



Finally, the Base Set for the release includes a variety of stunning images from *Aquaman*, *Justice League*, *Wonder Woman*, *Suicide Squad*, *Batman v Superman: Dawn of Justice*, *Man of Steel*, *The Dark Knight Rises*, *The Dark Knight*, and *Batman Begins*.





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Binder Contents Summary

- Full color 1.5" 3-ring binder features art from the show
- Contains an exclusive Film Cel card

Marketing Support

- Online/print advertising in consumer/trade outlets, including *Non-Sport Update*
- Press release to industry media
- Cross-promotion with **Warner Bros.** both online and at events
- Promotion and contests on social media and previews on Cryptozoic Blog
- Box break videos to highlight Base and Chase Sets, plus premium inserts
- Email blast to trading card collectors
- Review copies sent to influencers and media outlets to generate buzz
- Press coverage and reviews at launch
- Promoted at industry/consumer events

Hits Summary

- **Autographs Cards** (1:Box)
- **Sketch Cards** (1:Box)
- **Film Cel Cards** (1:Box)
- **CZX STR PWR Cards** (1:Box)
- **Base Set Parallel Cards** (1:Box)