

Product Release Sales Plan



STAR WARS JEDI LEGACY

January 18th, 2013

Agenda

- **About the Property**
- Consumer
- Product
- Support Plan
- Launch Details



Star Wars™

The most successful entertainment licensing franchise
in history.

- #1 Boys Toy brand in the U.S. in 6 of the last 7 years.¹
- #2 Most Licensed Toy in the US²
- Over \$25 billion in retail sales worldwide!

1) Source: The NPD Group/Consumer Tracking Survey; Annual 2011

2) (NPD Data – Boys 6+)

THE PHANTOM MENACE

ATTACK OF THE CLONES

REVENGE
OF THE
SITH

A NEW HOPE

A NEW HOPE

THE EMPIRE
STRIKES BACK

RETURN
OF THE
JEDI

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Jedi Legacy will attract Hit Seekers and Set Collectors through attention-grabbing Star Wars content

Primary
Consumer

Hit Seekers

Consumer Insight

"Star Wars is the best movie series ever made. I really enjoy owning things from the movies. The more rare and valuable, the better."

Brand Relevance

"I buy Topps card sets because they always have the most valuable Hits on the secondary market."

Demographics

- Male, 25-45
- Die hard "Hit" collector
- Collects a broad range of Star Wars paraphernalia
- Travels to Star Wars conventions and trade shows



Secondary
Consumer

Set Collectors

Consumer Insight

"I love building a new Star Wars set because I always learn something new about the movies that I didn't know before. I like the hunt for those last few cards."

Brand Relevance

"I like to buy card sets that are more than a cool picture on cardboard. Topps provides the content depth that Star Wars deserves"

Demographics

- Male, 25-45
- Passionate lifelong Star Wars fan
- Enjoys collecting and completing card sets
- Weekend Star Wars Warrior

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Topps Star Wars Jedi Legacy is an unprecedented trading card set!



First time ever: REAL Star Wars Relics!

- For the first time in Topps history, real Star Wars relics can be found in Jedi Legacy. Look for Chewbacca Hair, Ewok Fur, and Jabba the Hutt's Barge Sail!

Jedi Legacy story line

- See the epic story of Luke Skywalker and Darth Vader play out with a depth never seen before.
- Jedi Legacy base cards compare the extraordinary experiences that father and son endured on their long journeys to become Jedi Knights.

Extensive Jedi Legacy Card Set

Featuring 135 Trading Cards

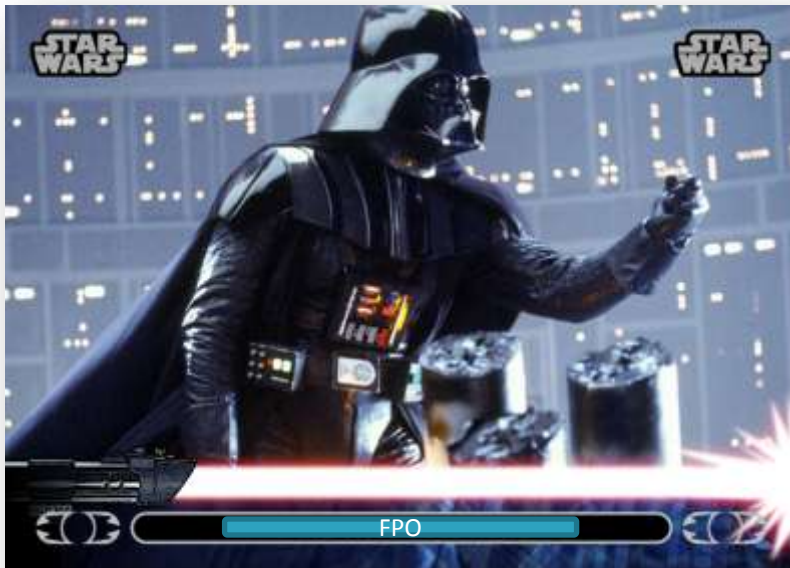
- **90 Base Cards** that tell the story of Luke and Anakin Skywalker
 - 45 "A" cards featuring Anakin/Vader
 - 45 "B" cards featuring Luke
 - Light Saber parallels (Blue, Magenta, Green)
 - Ultra rare 1:10 gold parallel
- **45 Insert Cards** with three different themes
 - Influencers, Connections, and The Circle is Now Complete



Card Art Not Final

Exciting storyline comparing the journeys of the two most popular Jedi from Star Wars

45 "A" Anakin/Vader
Base Cards



Card Art Not Final

45 "B" Luke Base Cards



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TOPPS

Insert cards add depth to the epic Jedi Legacy saga

Influencers (1:2): 9 characters who influenced Luke and 9 characters who influenced Anakin/Vader

Connections (1:2): 15 cards depicting characters who played a role in both Luke and Anakin/Vader's journeys

Influencer Insert



Connection Insert



Card Art Not Final

Connection and Influencer insert cards connect “A” and “B” base cards through colliding light sabers

Vader “A” Base Cards

Insert Card

Luke “B” Base Cards



Card Art Not Final

Bonus “Circle is Now Complete” insert provides exciting chase value for avid set collectors

The Circle is Now Complete (1:12): 12 cards illustrating 6 encounters between Luke and Vader
(die-cut cards, tapered at the bottom to fit into a circle)



Card Art Not Final

**STAR
WARS**

Jedi Legacy Film Cel Relics feature 45 different card designs to collect!

Single Film Cel: 30 cards featuring scenes and original film from episodes 4, 5, & 6

Double Film Cel: 5 cards featuring scenes using original film of both Luke and Vader

Triple Film Cel: 10 cards depicting Luke and Vader from episodes 4, 5, & 6 with original film

1 in
Every
Box!!



Single Film Cel



Double Film Cel



Triple Film Cel

Card Art Not Final

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Printing Plates and *major* celebrity on-card autographs add star power!

Printing Plates: 540 printing plates used in the production of the Jedi Legacy base and insert cards

Autographs: 20 separate actors from all 6 Star Wars episodes including Mark Hamill and Carrie Fisher!

1 Single Film
Cel + 1 Add'l
Hit Per Box!



Autograph Card

The best Hits ever offered in Topps Star Wars Trading Cards including **REAL** Star Wars Relics!

REAL Chewbacca Hair: Chewbacca hair from the original Star Wars trilogy

REAL Ewok Fur: Swatches from Logray, Teebo, Wicket, and other Return of the Jedi Ewoks

REAL Jabba's Barge Sail: Swatches from Jabba the Hutt's barge sail in Return of the Jedi

1 Single Film
Cel + 1 Add'l
Hit Per Box!

Chewbacca
Hair



Jabba's Barge
Sail



Ewok Fur



Card Art Not Final

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Topps will drive passionate Star Wars fan to Hobby Stores like never before

Marketing Plan

- **Digital Drive**
 - Feature article on StarWars.com, Rebelcum.com, and Theforce.net
 - Official blog on StarWars.com
 - Media and blogger outreach
- **“Complete the Circle” Sweepstakes**
 - Prizes for fans that “Complete the Circle” including Jedi Legacy posters, Film Cel Relics, and other giveaways
- **Hobby In-Store Promotion**
 - Topps Authorized Hobby Stores may be eligible to opt-in to the “May The 4th—Circle is Now Complete” in-store promotion
 - Look for full details via email by April 15, 2013!



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Product Content

- In Store: 5/22/2012



Product Mix

SKU	SRP
Hobby Single Pack (8 cards per pack)	\$4
Hobby Box (24 cards per box)	\$96

Insert Rates

Insert	Insertion Rate (per pack)
Connections	1:2
Influencers	1:2
Circle is Now Complete	1:12

Parallel Rates

Parallel	Insertion Rate (per pack)
Blue	1 per pack
Magenta	1:6
Green	1:24
Gold	10 for each base card

Hobby Box Hit Rates	
Hit	Insertion Rate (per box)
Single Film Cel	1 per box
Autograph	1:3
Ewok Fur	1:5
Double Film Cel	1:6
Triple Film Cel	1:6
Jabba Barge Sail	1:14
Printing Plates	1:30
Chewbacca Hair	1:30



Card Art Not Final



Product Images:

Star Wars: Jedi Legacy Product Line¹ In Stores 5/22/13

**Hobby
EXCLUSIVE
Launch!**



Single Pack
(8 Cards)
\$4 SRP



Hobby Box
(24 packs)
\$96 SRP

Artwork Not Final

(1) See Price & Packs for Item Numbers and UPC Codes

