



Product Release Sales Plan



Brand New Series 3
Trading Cards

May 22 , 2012



Agenda

- About the Brand
- Consumer
- Product
- Support Plan
- Launch Details



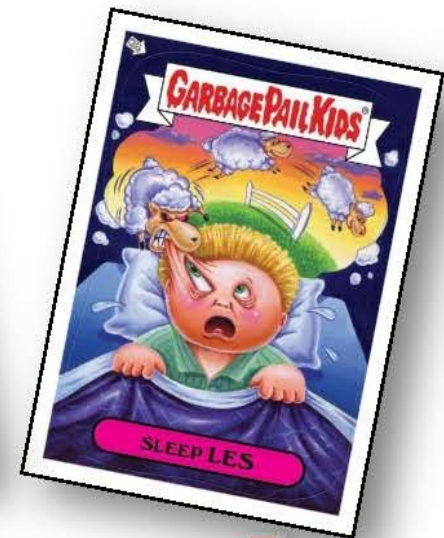
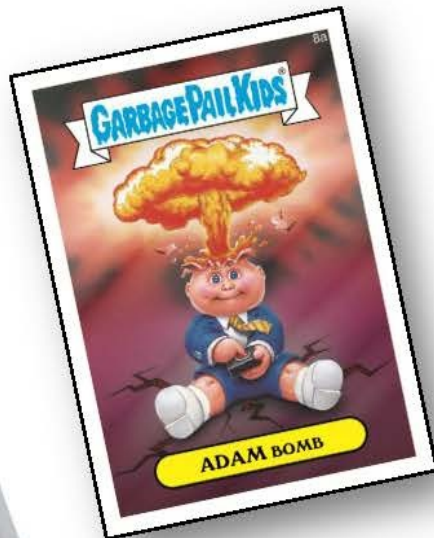
Garbage Pail Kids (GPK) Brand Overview

- **Garbage Pail Kids**

- A uniquely hilarious group of kids who are as endearing as they are gross. With original hand-painted art, an endless universe of new characters, and a heavy dose of wit, Garbage Pail Kids have been delivering laughs **since 1985!**

- **Why We Love GPK**

- Kids love the fascinating gross-out humor that's unlike anything else they've seen.
- Adults love the nostalgia of an icon from their youth, and keep coming back for more of the layered humor that ranges from puns to visual gags to parodies.



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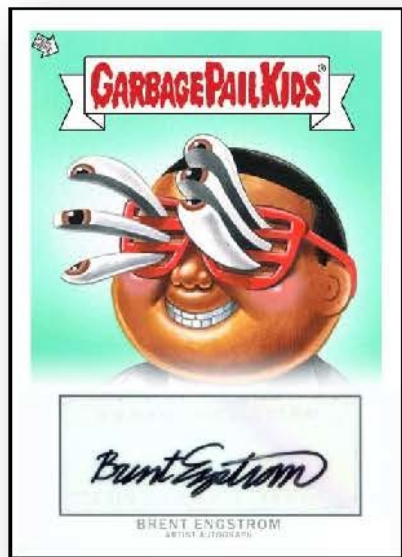




New GPK Brand New Series 3 has something for everyone!

For Adult Fans:

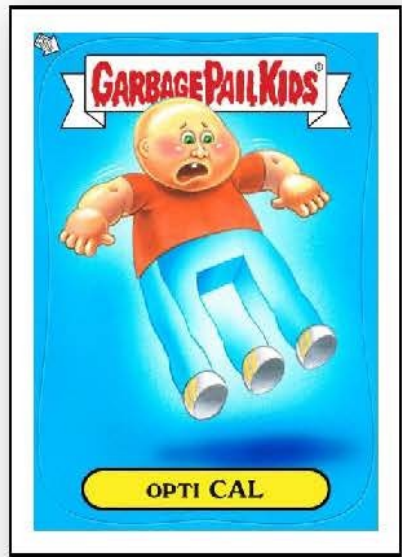
Classic characters
Valuable "hits"



Autograph Card

For Adult & Kid Fans:

New gags
Witty art



New Gag

For Kid Fans:

Fun inserts



Motion Card



GPK fans share their excitement with us through Facebook. We are listening!

"I just bought some today and felt like I was 10yrs old again. Awesome!"

"This is awesome! I had a good laugh. LOL!"

"I almost have a full BNS1 set! Love them more every year!"

"I want a box of GPK's Series 3!!!!!"

"The new GPK's are amazing! Can't wait to get them all!"

facebook®
GARBAGE PAIL KIDS®

"Just bought a box and got a sketch card! Woot!"

"OMG! GPK's!.....Word."

"I cant wait to buy some! I've been waiting for the next series to come out!"

"Very nice artwork. Awesome!"

GARBAGE PAIL KIDS®

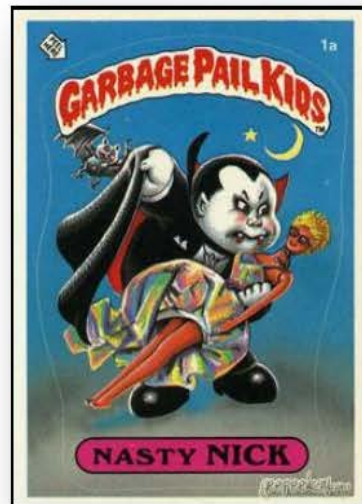
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GPK Brand New Series platform

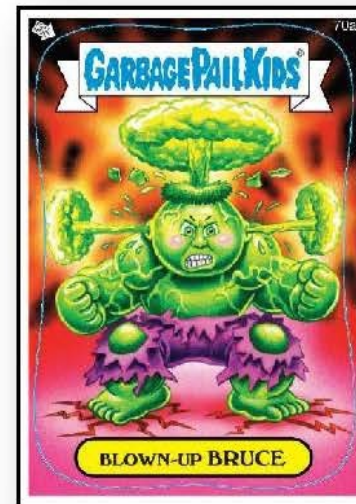
- The **Brand New Series** platform has broadened fan appeal and rejuvenated **Garbage Pail Kids** by shifting away from over-the-top shock value, and moving towards endearing characters and varied humor
- In 2013, **Garbage Pail Kids** will deliver two new **Brand New Series** card sets that dial up the hilarity even more with hundreds of new characters, re-imaginings of past favorites, and unlikely pairings



Original Series
(1985-1988)



All New Series
(2003-2007)



Brand New Series
(2012+)



Brand New Series 3 will drive sales through exciting new content and fan engagement

Goals

- Drive incremental category sales with a highly differentiated property
- Maximize sales velocities by appealing to nostalgic Adult Collectors and Kid Fans

Strategies

- Excite Set Collectors and Kid Fans with new art, fun inserts, and valuable bonus content
- Increase product value with exciting new hits such as texture relics and artist autographs
- Build fan engagement and product awareness with social media, PR, and new marketing promotions
- Maximize sell-through with in-store marketing



Brand New Series 3 dials up the laughs even further with more content than ever!



GPK Brand New Series 3

• 170 Cards to Collect!

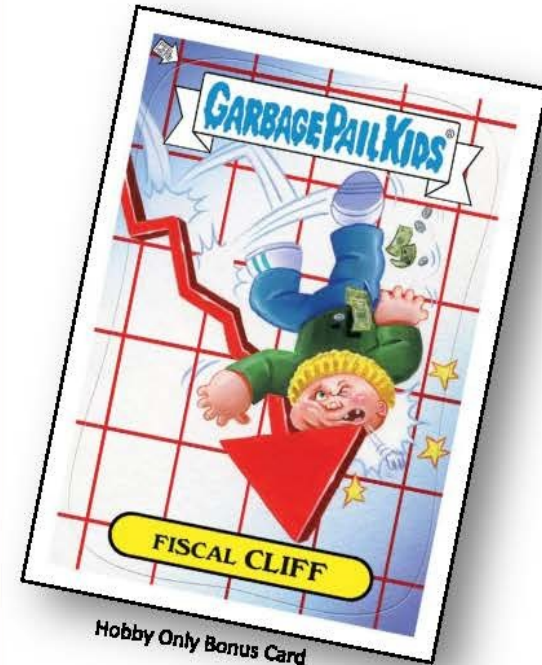
- (132) Base Cards - 66 A/B names
- (10) Adam Bombing Cards
- (10) Sticker Scene Cards
- (10) Motion Cards
- (8) Bonus Cards – HOBBY ONLY

• Parallels Provide Chase for Collectors

- Black Base Parallel (1:2)
- Silver Base Parallel (1:24) – HOBBY ONLY
- Gold Base Parallel (85 per subject)
- Black Adam Bombing Parallel (1:24)
- Silver Adam Bombing Parallel (1:100) – HOBBY ONLY
- Gold Adam Bombing Parallel (85 per subject)

• Exciting Rare Hits Add Value

- Sketch Cards
- Artist Autographs
- Printing Plates
- Be A GPK Code Cards (*Sweepstakes promo!*)

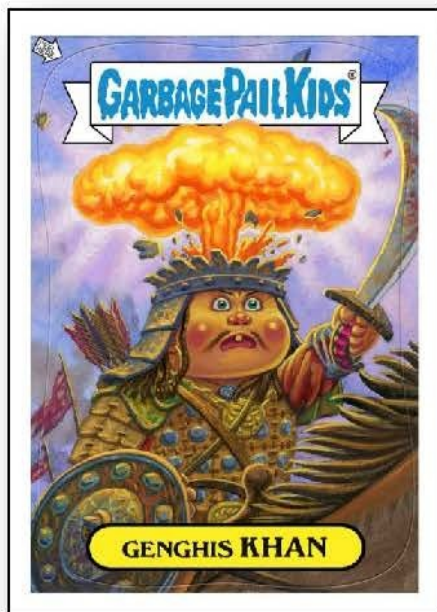


New inserts add another layer of creativity to the fun loving characters

Adam Bombing (1:4): 10 historical figures such as Genghis Khan going atomic just like Adam Bomb

Sticker Scenes (1:6): 10 scenes showing Garbage Pail Kids interacting with one another

Motion Cards (1:12): 10 fan-favorite lenticular cards bring GPK characters to life



Adam Bombing



Sticker Scenes



Motion Cards



New and compelling hits create excitement and provide added value for collectors

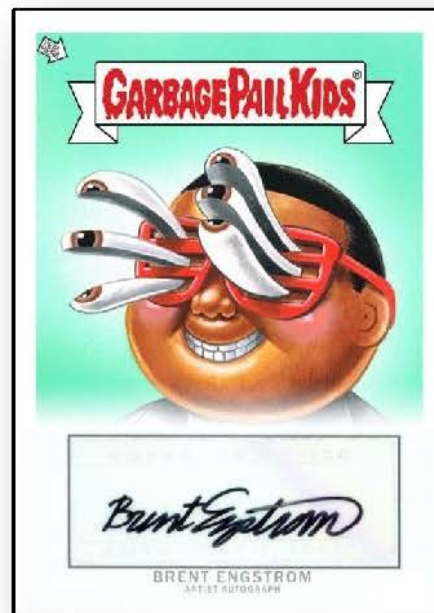
Sketch Cards: One of a kind artist illustrations from the most popular GPK artists

Artist Autograph: GPK character cards signed by the artists who created them

Printing Plates: 700+ printing plates from the base set and inserts



Sketch Cards



Artist Autographs



Printing Plates



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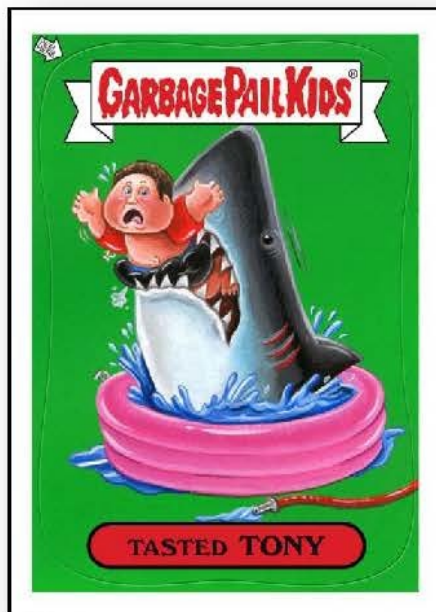
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The Be a GPK Sweepstakes allows fans to forever be a part of Garbage Pail Kids

Be a GPK Code Cards: 50 randomly inserted Be a GPK Sweepstakes code cards

- 5 lucky fans will have a chance to be immortalized as a GPK in the next set!
- Fans who find a sweepstakes card can register on the Garbage Pail Kids Facebook page
- Promotion runs from October 2013 through January 2014
- Winner will be revealed in the GPK Spring 2014 Release



BNS1 Be a GPK Winner



BNS3 Be a GPK Code Cards



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Product Content: HOBBY CHANNEL

- **First Ship:** 9/25/13
- **In Store:** 10/9/13

Product Mix

SKU	SRP
Single Pack (10 Cards)	\$2.50
Hobby Box (24 Packs)	\$60

Inserts

Insert	Insert Rate
Adam Bombing	1:4
Sticker Scenes	1:6
Motion Cards	1:12

Parallels

Parallel	Insert Rate
Black Base Parallel	1:2
Silver Base Parallel	1:24
Gold Base Parallel	85 per subject
Black Adam Bombing Parallel	1:24
Silver Adam Bombing Parallel	1:100
Gold Adam Bombing Parallel	85 per subject

Hits

Hit	Insert Rate
Sketch Cards	2,000 total
Artist Autos	3,300 total
Printing Plate	704 total
Be a GPK Code Card	50 total





Product Images: HOBBY CHANNEL

Garbage Pail Kids Brand New Series 3

Product Line¹ In Stores: October 9, 2013



Single Pack
(10 Cards Per Pack)
\$2.50 SRP



Hobby Box
(24 Packs)
\$60 SRP

Artwork Not Final

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

