



Product Release Sales Plan



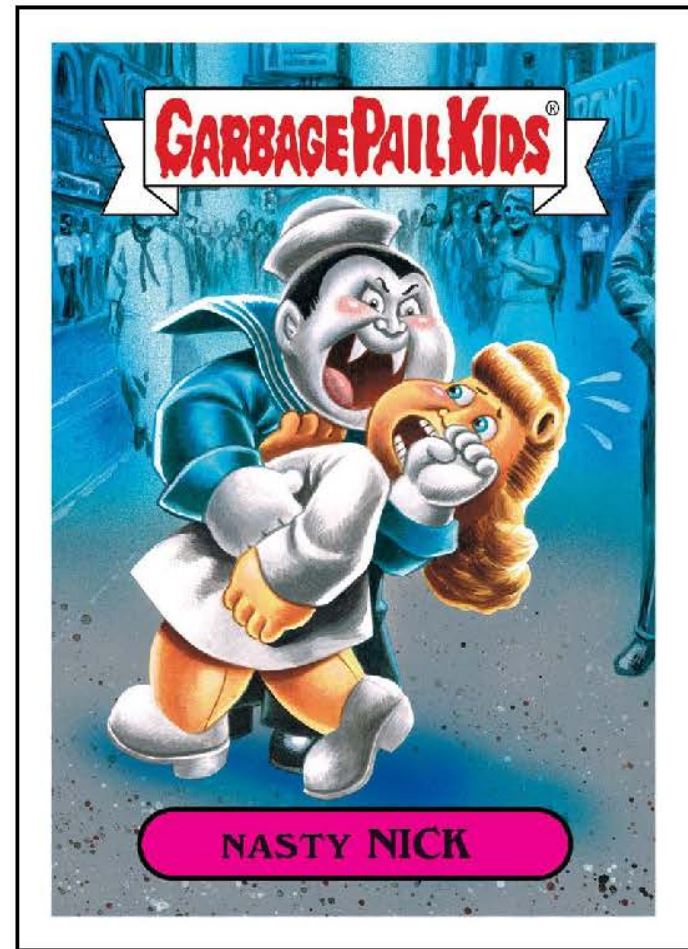
American as Apple
Pie In Your Face!

August 31, 2015



Agenda

- Product
- Launch Details
- About the Brand
- Consumer

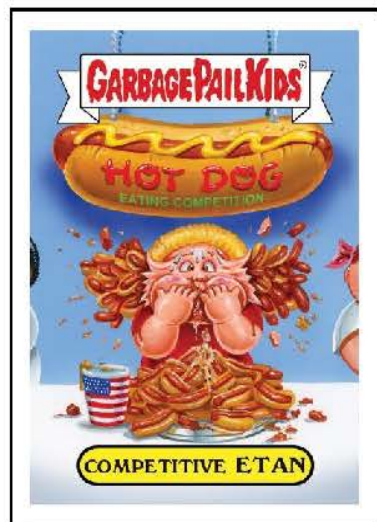


GPK American as Apple Pie In Your Face Celebrates the history of the USA with 9 All-New Never Done Before Themes!

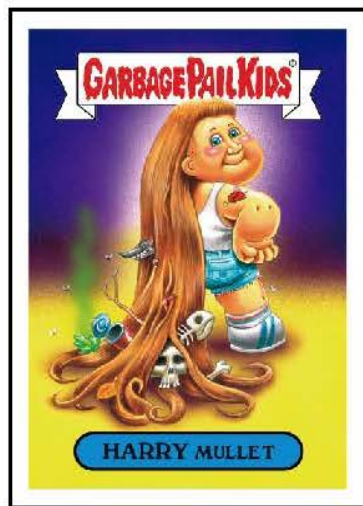
Featuring 8 More Additional Themes than a regular GPK Release!

- As American as Apple Pie: Parodies of uniquely American things, such as cowboys, BBQ, surfing, muscle cars, rock 'n' roll and more!
- Americana Swept Under the Rug: Aspects of America that we'd rather keep hidden!
- Includes 2016 U.S. Summer Olym-Picks, America's Pastimes and much more!

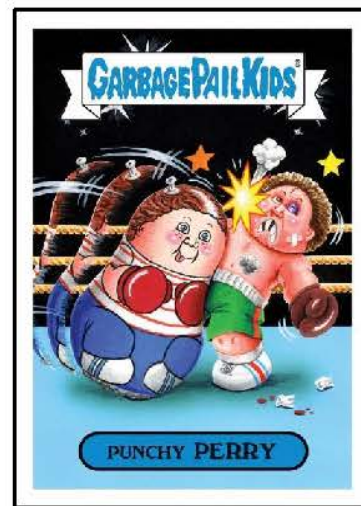
Plus! 88 More Stickers to Collect!



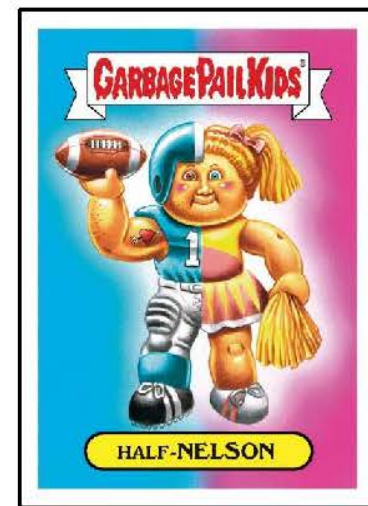
Apple Pie



Swept Under the Rug



U.S. Summer Olym-Picks



America's Pastimes



GPK American as Apple Pie In Your Face will Drive Sales Through Exciting New Content and Fan Engagement

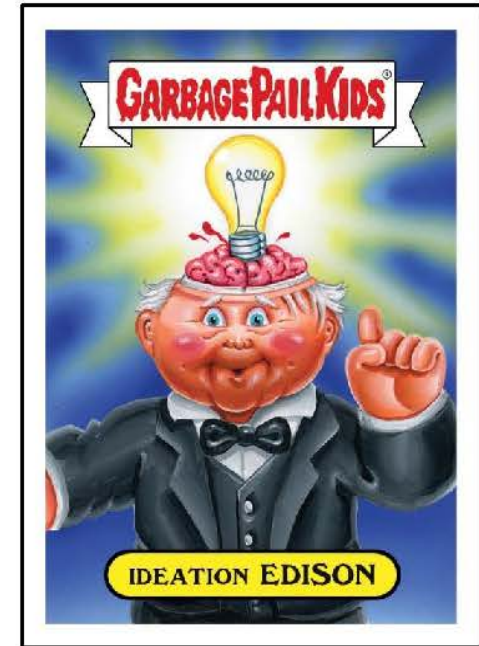


Goals

- Drive incremental category sales with a highly differentiated property and a special American themed set with new content
- Maximize sales by appealing to Adult Collectors and Kid Fans

Strategies

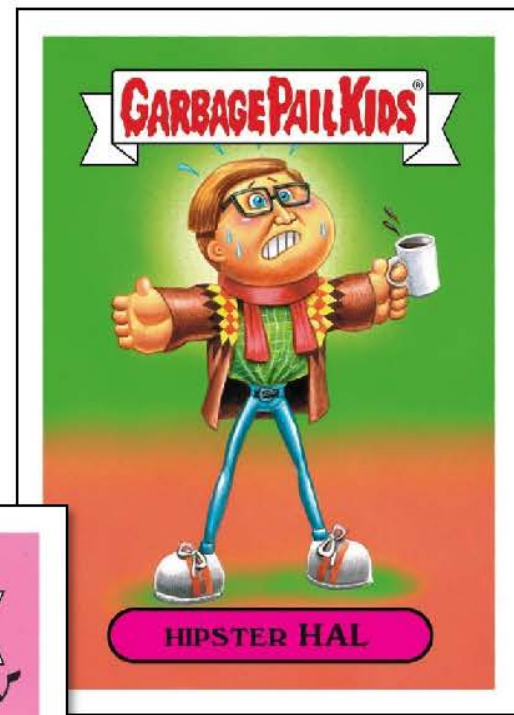
- Capitalize on the added exposure of the 30th Anniversary of GPK licensing program, which includes toys by Funko, comic books by IDW and Steve Jackson Games
- Excite Set Collectors, Lapsed Fans and Kid Fans with new art, crazy, silly, fun all-new inserts, and valuable bonus content
- Increase product value with exciting new content
- Build fan engagement and product awareness with social media and PR.



Featuring 9 All-New Never Done Before Themes!

9 Subsets within the “Base Set!”

- As American as Apple Pie
- 2016 U.S. Summer Olym-Picks
- America’s Pastimes
- Americana Swept Under the Rug
- Americana Devolved
- American Icons
- U.S. Historical Moments
- American Inventors
- 2016 Presidential Candidates



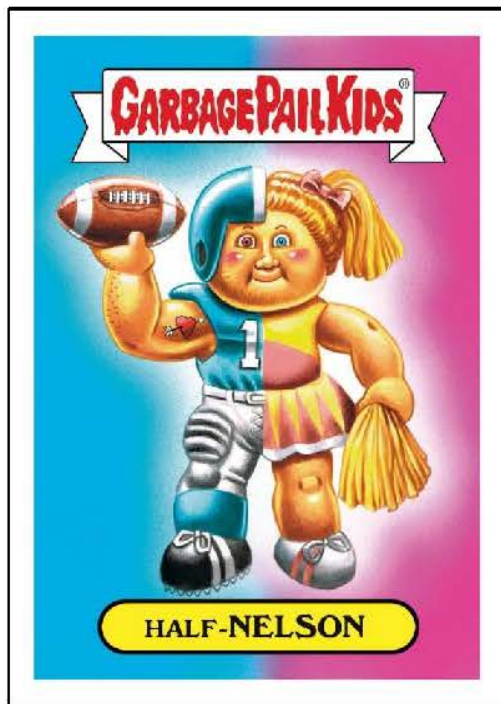
Themed Subsets add depth to the sticker card set

America's Pastimes (18): Parodies of U.S. sports including Baseball, Basketball and Football!

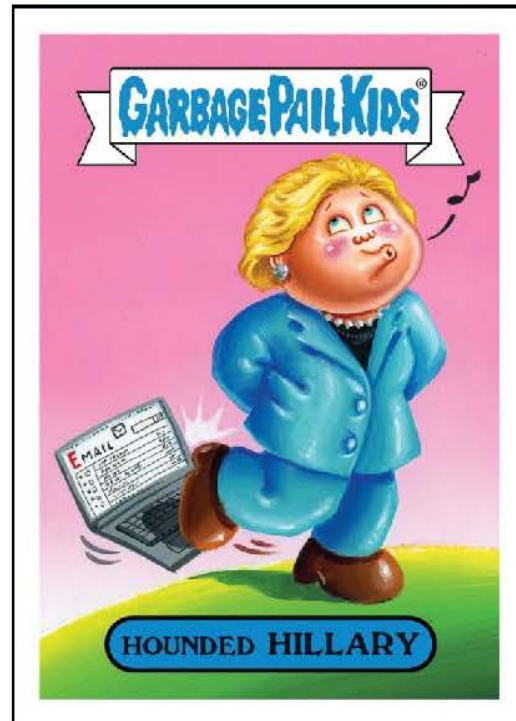
2016 Presidential Candidates (10): Spoofs on the leading Republicans and Democrats!

American Icons (18): Spoofs on some of the most important Americans throughout history!

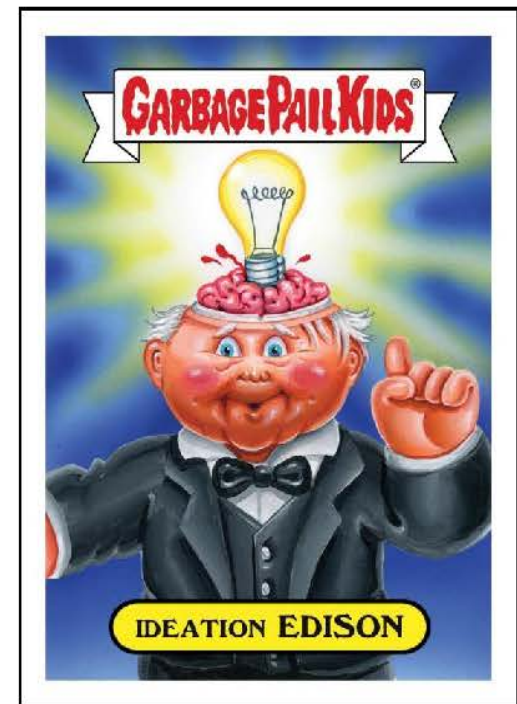
America's Pastimes



Presidential Candidates



American Icons



GARBAGE PAIL KIDS

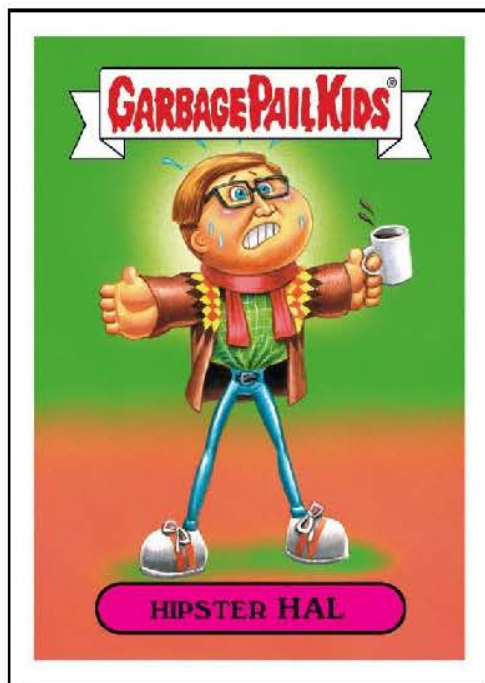
Themed Subsets add value for the collector

Americana Devolved (18): Modern embarrassing aspects of American culture!

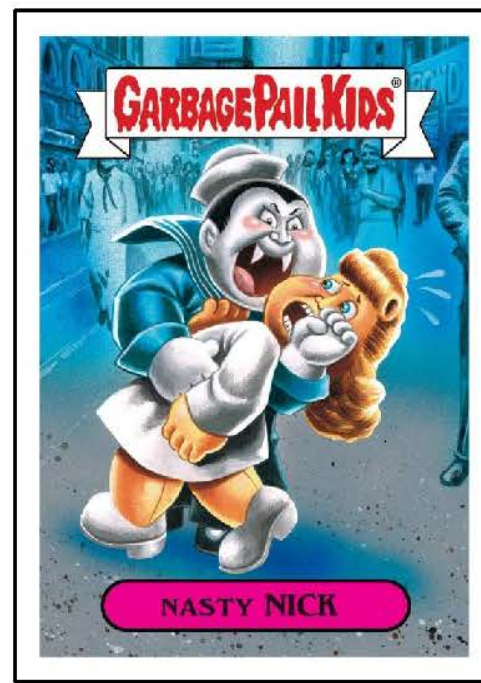
U.S. Historical Moments (18): Spoofs of iconic moments in American history!

American Inventors (18): The inventors of the most important inventions, such as the garbage can, toilet paper and more!

Americana Devolved



Historical Moments



Exciting Hits will Provide a Chase for Collectors!

Sketch Cards: One-of-a-kind illustrations from the GPK artists!

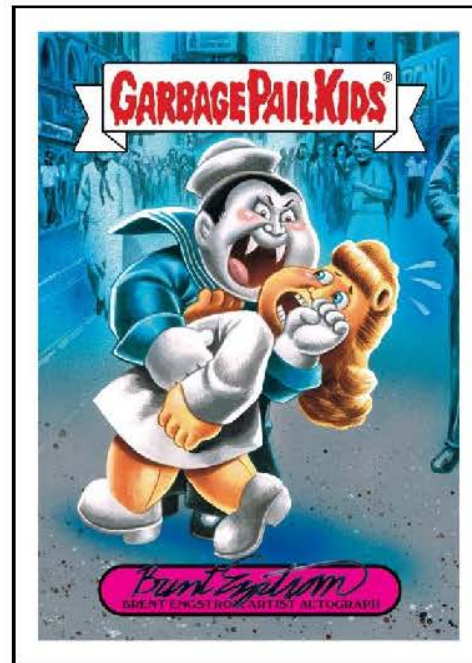
Autographs: From all of the current GPK artists!

Printing Plates: 440 one-of-one printing plates from the base set!

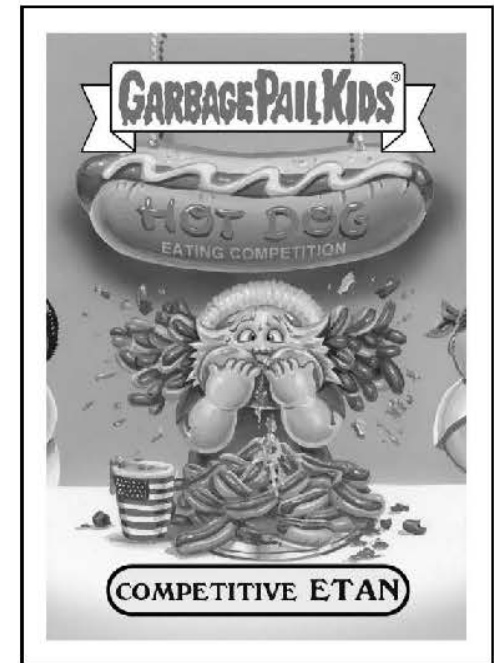
Sketch Cards



Autographs



Printing Plates



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Exclusive Content Provides Added Value for Collectors in Hobby



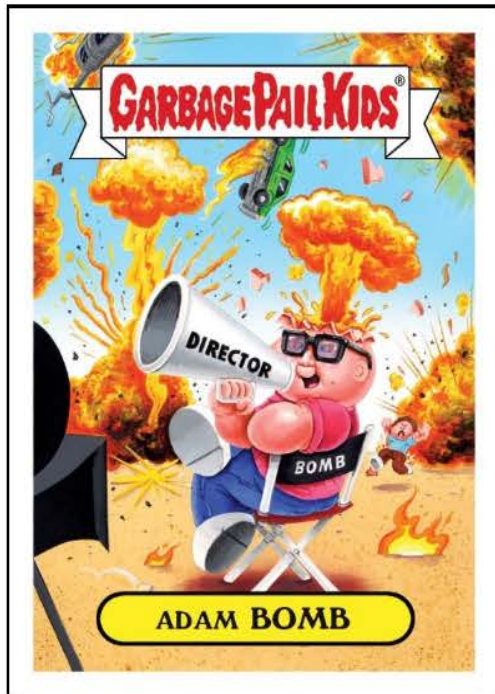
NEW Comic Covers (1 per box): Featuring 8 GPK IDW comic book covers!

NEW Horror Stickers (1 per box): Featuring 8 GPK horror characters!

NEW Spit Splatter Parallels (numbered to 99): Base splatter parallel in spit blue!

HIT! Die-Cut Sketch Cards (500 total): One-of-a-kind die-cut shaped sketch cards by GPK artists

Comic Covers



Die Cut Sketch Cards



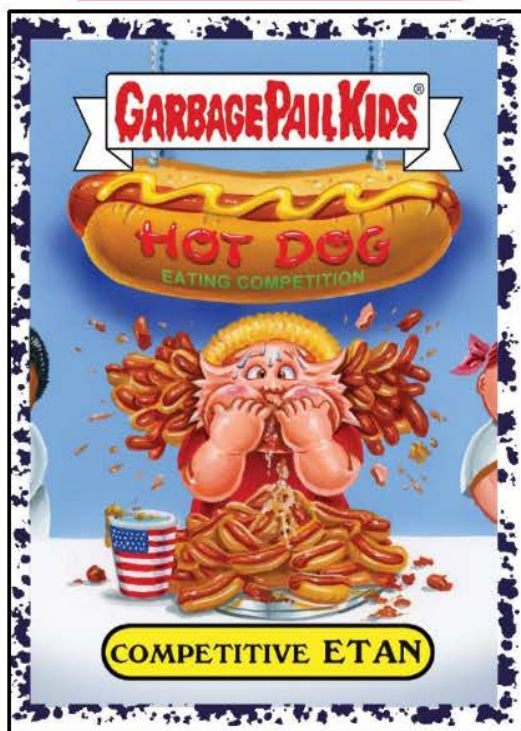
Exclusive Parallels add additional Value to the Collector Pack



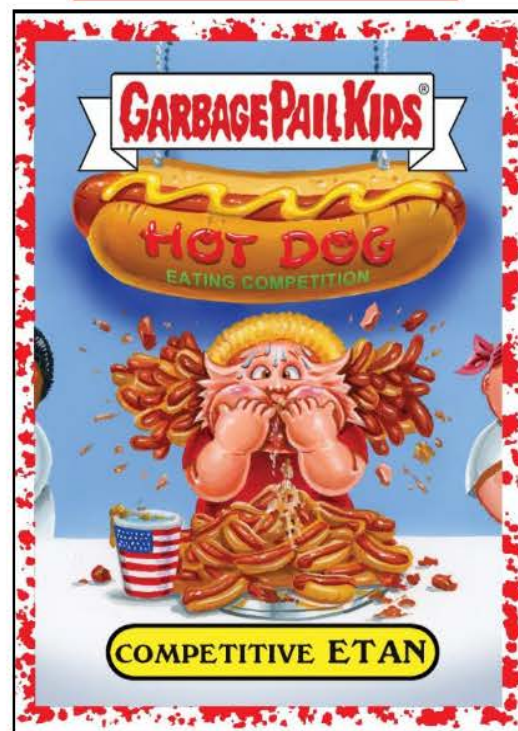
NEW Bruised (1 per pack): Base splatter parallel in bruise black/blue!

NEW Bloody Nose (numbered to 75): Base splatter parallel in blood red!

Bruised Parallel



Bloody Nose Parallel



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Even More Collector Pack Exclusive Content!

ALL NEW! ALL HOBBY EXCLUSIVE!

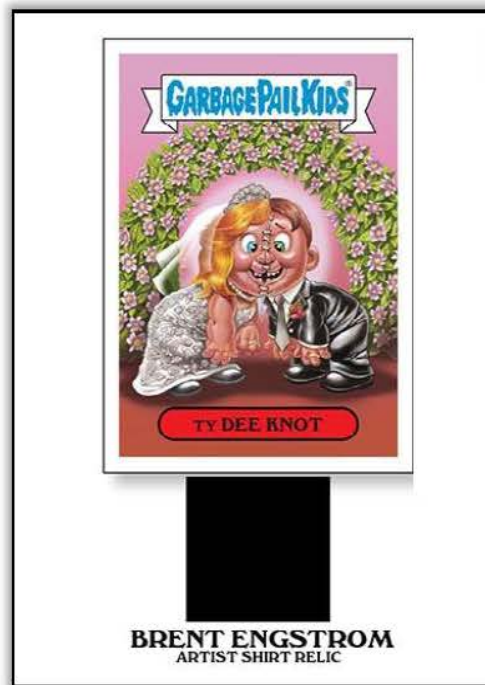


NEW Dual Artist Panoramic Sketch Cards (100 total): Cards that fold out to the size of two cards, featuring sketches from two different GPK artists!

NEW Patriotic Patch Cards (numbered to 50): Patches featuring 10 different patriotic slogans!

Artist Relics (numbered to 99): Swatches of painting work shirts from top GPK artists!

Artist Relics

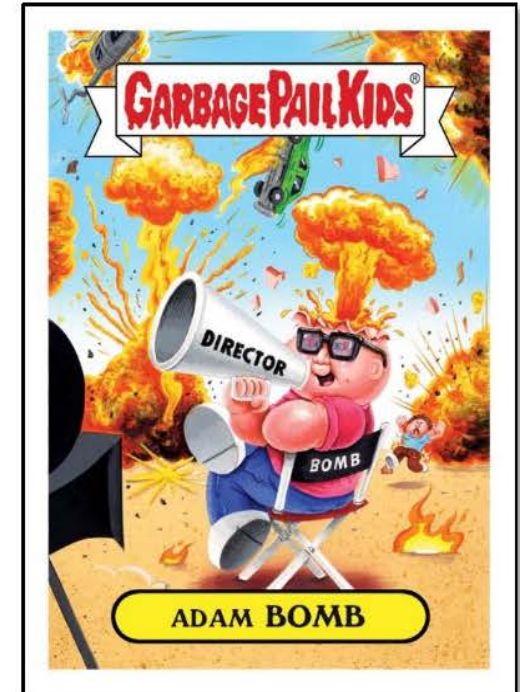


GPK American as Apple Pie in Your Face! Sticker Cards Product Overview



GPK Sticker Cards

- **220 Sticker Cards to Collect!**
 - (220) Themed Cards – 110 A/B names
- **NEW! Splatter Parallels Provide Chase for Collectors**
 - Spit (numbered to 99) – **HOBBY EXCLUSIVE**
 - Gold Dust (numbered to 50)
- **Exclusive Inserts**
 - (8) Comic Covers (1 per box) – **HOBBY EXCLUSIVE**
 - (8) Horror Stickers (1 per box) – **HOBBY EXCLUSIVE**
- **Exciting Rare Hits Add Value**
 - Die Cut Shaped Sketch Cards – **HOBBY EXCLUSIVE**
 - Autographs
 - Printing Plates

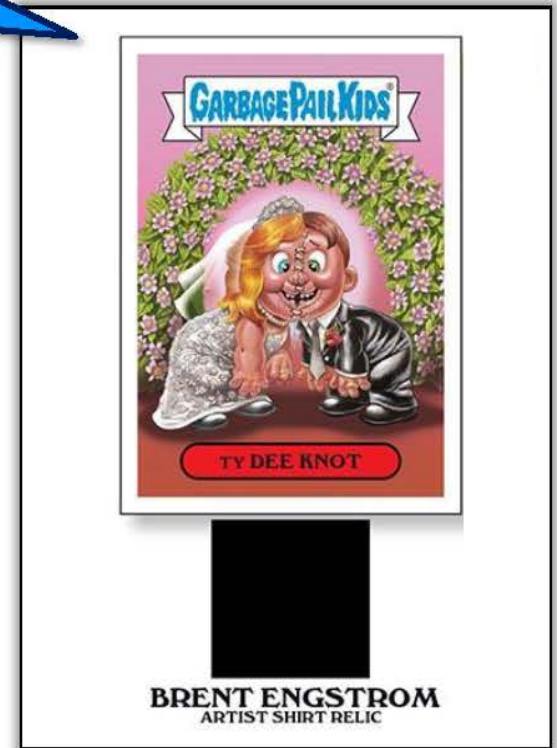


GPK Hobby Collector Pack contains Additional Exclusive Content!



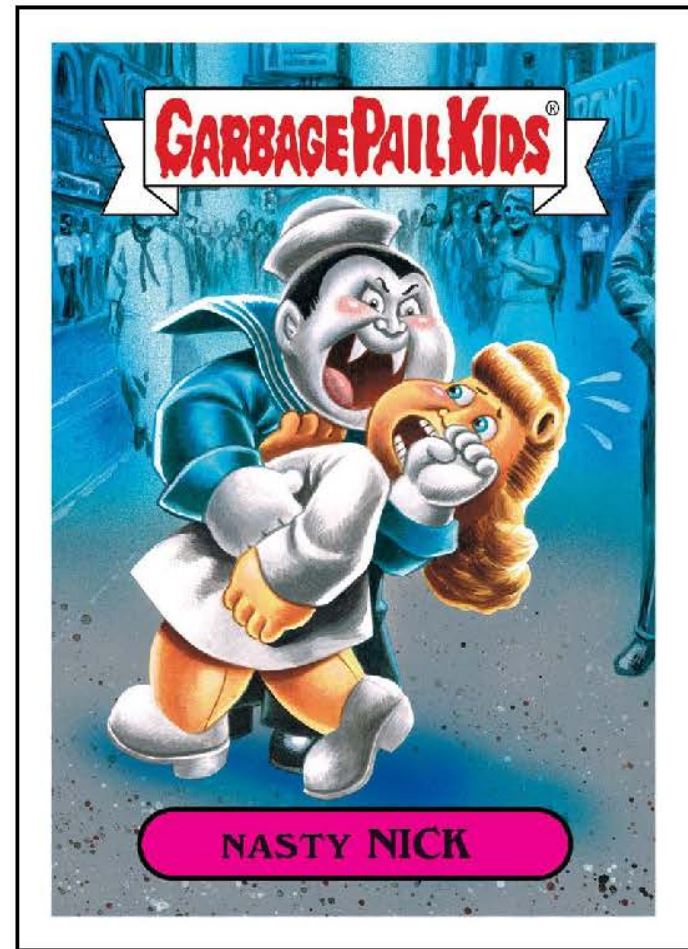
COLLECTOR
PACK
1 HIT PER
BOX!

- **NEW! Splatter Parallels**
 - Bruised Parallel (1 per pack)
 - Bloody Nose (75 per subject)
- **HITS!**
 - **NEW!** Dual Artist Panoramic Sketch Cards
 - **NEW!** Political Patch Cards
 - Artist Relics



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Product Content: HOBBY CHANNEL



- **First Ship:** 1/7/16
- **In Store:** 1/20/16

Product Mix

SKU	SRP
Standard Hobby Pack (10 Cards)	\$2.50
Standard Hobby Box (24 Packs)	\$60.00
Hobby Collector Pack (6 Cards)	\$5.00
Hobby Collector Box (24 Packs)	\$120.00

Parallels

Parallel	Insert Rate / QTY	
Spit	99 per subject	Hobby Only!
Gold Dust	50 per subject	

Inserts

Insert	Insert Rate	
Comic Cover Stickers Stickers	1:24	Hobby Only!
Horror Stickers	1:24	Hobby Only!

Hits

Insert	Insert Rate/ QTY	
Autographs (110 subjects)	25 per subject	
Printing Plates (440 subjects)	1/1	
Die Cut Sketch Cards	500 total	Hobby Only!



Hobby Collector Pack Exclusive Content Inserts & Parallels	
Hit	Insert Rate / QTY
Bruised Parallels	1 Per Pack
Bloody Nose	75 per subject
Artist Relics (6 subjects)	99 per subject
Patriotic Patch Cards (10 subjects)	50 per subject
Dual Artist Panoramic Sketch Cards	100 total





Product Images: HOBBY CHANNEL

Garbage Pail Kids American As Apple Pie in Your Face! Sticker Cards

Product Line¹ In Stores: January 20, 2016



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



Hobby Box
(24 Packs)
\$60 SRP



Collector Pack
(6 Cards Per Pack)
\$5.00 SRP

Special
Collector Edition!



Collector Box
(24 Packs)
\$120 SRP

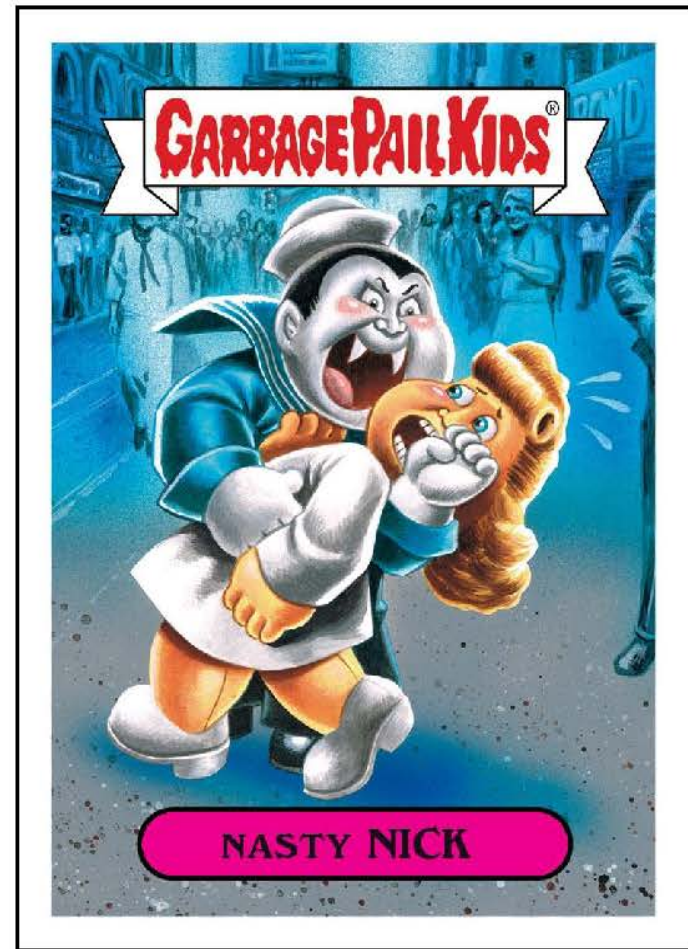
All Artwork FPO

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



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The GPK Fan Community Continues to Thrive Online and Now has Over 315,000 Fans on Facebook!

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

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

"Love them more every year!"

"Those are the bomb!"

GARBAGE PAIL KIDS

"THIS IS AWESOME!!"

facebook

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

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

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

"Just want to say been collecting these cards since the 80s I probably have one of the biggest collections in Washington State! Keep the series coming!"

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

"Very nice artwork. Awesome!"

GARBAGE PAIL KIDS

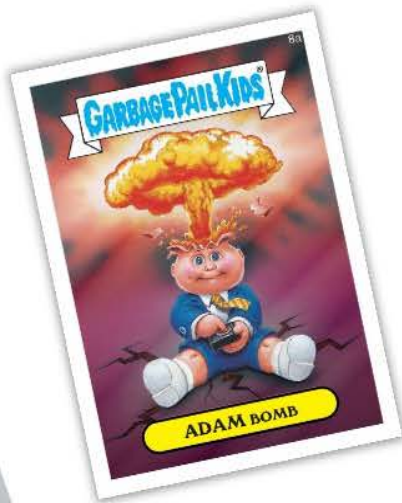
Garbage Pail Kids (GPK) Brand Overview

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!

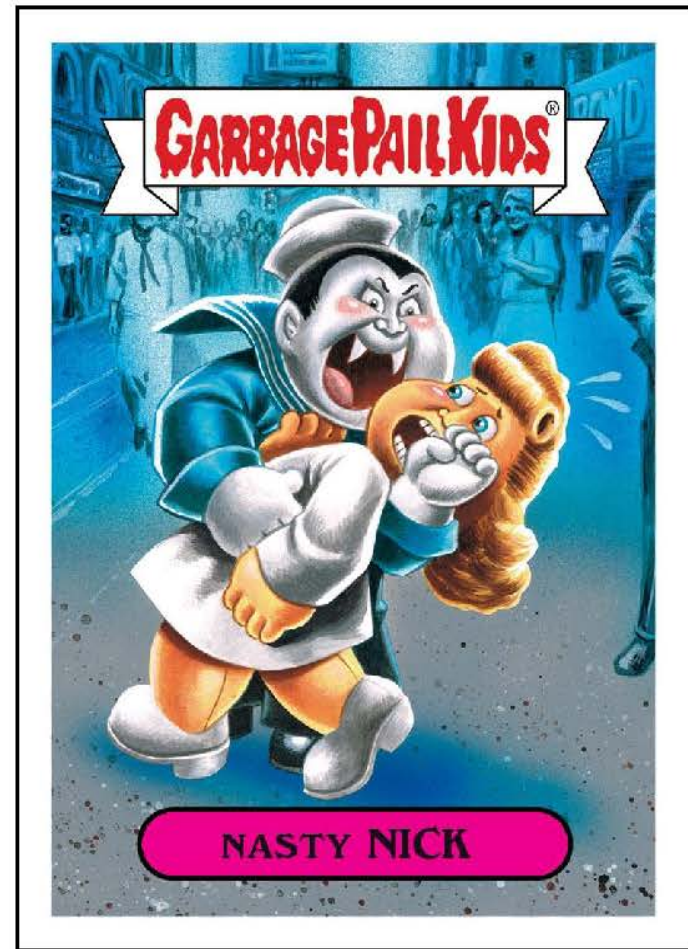
Why We Love GPK

- 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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GPK Meets the Diverse Needs of Adult and Kid Fans

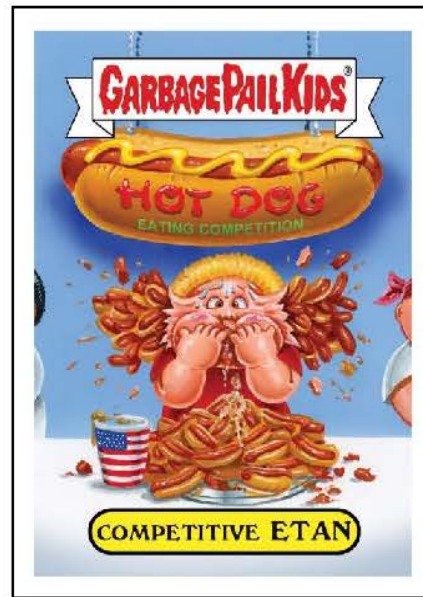
Adult Fans Need:

Memorable Characters
Unique "Hits"



Adult & Kid Fans Need:

Fresh Gags
Clever Art



Kid Fans Need:

Amusing Inserts

