



Product Release Sales Plan



2015 Sticker Cards

October 31, 2014



Agenda

- **Product**
- Launch Details
- About the Brand
- Consumer



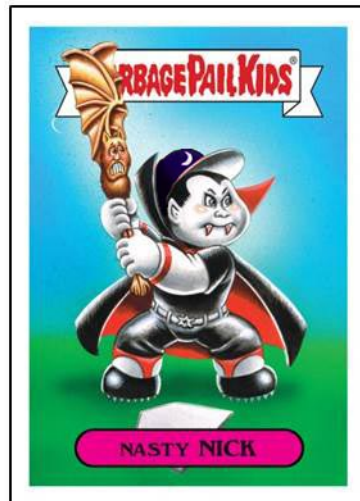
GPK 2015 Combines its Classic Humor with America's Favorite Pastime, Baseball!

GPK 2015 Sticker Cards Baseball Theme

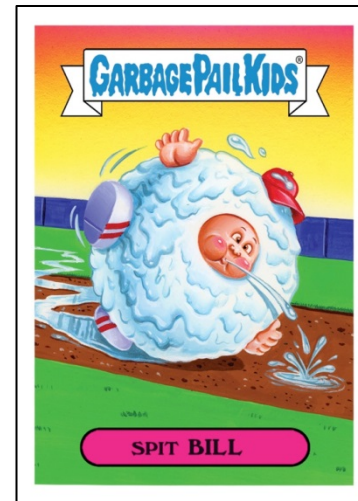
- Baseball, America's favorite pastime is more popular than ever, especially as trading cards. Now, GPK is getting in on the action with its own hilarious roster of parody baseball players, mascots and more!
- New GPK Baseball players are featured in a base subset. Famous GPK characters return as baseball stars in the All-Star insert, and each team's mascot is spotlighted in the Mascot insert! Plus the 1985 Baseball Card returns with both classic GPK baseball players and rookies!



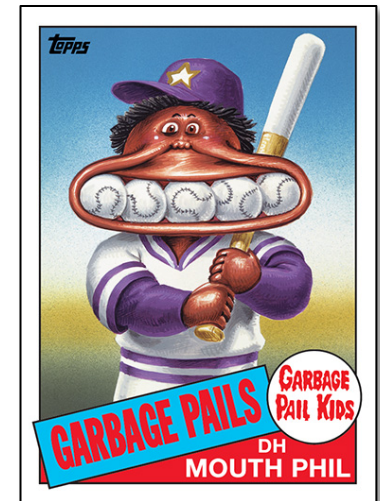
Base Sticker Card



All-Star Sticker Card



Mascot Sticker Card



Baseball Card



GPK 2015 Sticker Cards will Drive Sales Through Exciting New Content and Fan Engagement



Goals

- Drive incremental sales with a highly differentiated property
- Maximize sales by appealing to 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 content
- Build fan engagement and product awareness with social media and PR.

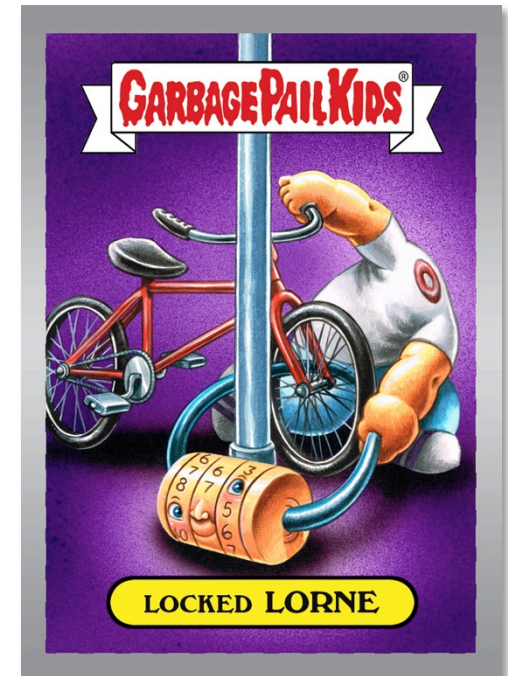


GPK 2015 Sticker Cards Product Overview



GPK 2015 Sticker Cards

- **162 Cards to Collect!**
 - (132) Brand new characters – 66 A/B names
 - (10) All-Star Stickers
 - (10) Mascot Stickers
 - (10) Baseball Cards
- **Parallels Provide Chase for Collectors**
 - Black Parallel (1:2)
 - Silver Parallel (1:24) – **HOBBY EXCLUSIVE**
 - Gold Parallel (85 per subject)
- **Bonus Cards and Short Prints**
 - (8) Bonus Cards – **HOBBY EXCLUSIVE**
 - (11) Baseball subset C-names (1:100)
- **Exciting Rare Hits Add Value**
 - Die Cut Sketch Cards
 - Artist Autographs
 - Printing Plates



GPK Hobby Collector Pack is Packed Full of Exclusive Content!



Hobby
Exclusive!

GPK 2015 Sticker Cards

Hobby Collector Pack – 162 Cards to Collect

- **3 Guarantees Per Pack**
 - 1 Black Parallel
 - 1 Metallic Red Parallel
 - 1 Canvas Parallel
- **4 Guarantees Per Box**
 - 1 Hobby Bonus Sticker (8 subjects)
 - 1 Character Back Parallel
 - 1 Sepia Parallel
 - 1 Patch Relic OR Die Cut Sketch OR Autograph OR Printing Plate
- **1 Guarantee Per Case**
 - 1 Rare Baseball Variant (10 subjects)



Baseball Themed Inserts Add a Fresh, New Angle to Classic GPK Humor

All-Star Stickers (1:12): Famous classic GPK characters return as baseball stars

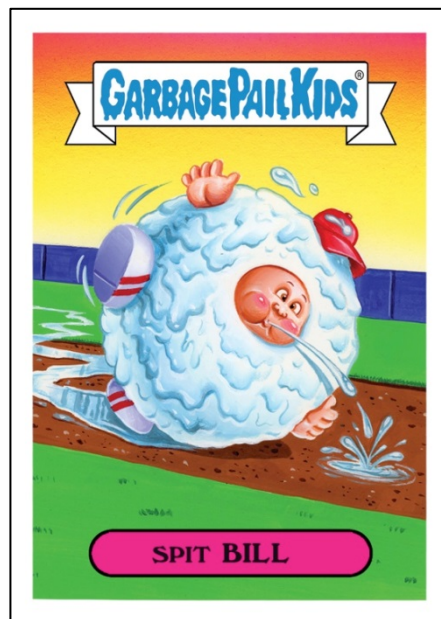
Mascot Stickers (1:6): Each of the GPK's 10 team's have their mascot spotlighted

Baseball Cards (1:4): Featuring five '80s GPK baseball players, plus 5 rookies in the iconic 1985 Topps Baseball design – from the same year as GPK's debut

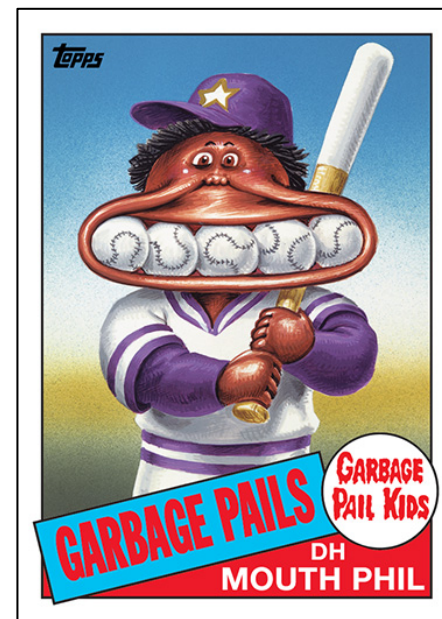
All-Star Stickers



Mascot Stickers



Baseball Cards



Exciting Hits will Provide a Chase for Collectors!

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

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

Printing Plates: 600+ printing plates from the base set and bonus cards

Sketch Cards



Artist Autographs



Printing Plates



Exclusive Content Provides Added Value for Collectors in Hobby Stores



Bonus Stickers (1:24): Hobby exclusive Bonus cards parodying classic pop culture

Silver Parallel (1:24): Hobby exclusive silver parallel of the base cards

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

Silver Parallel



Die Cut Sketch Cards



Exclusive Parallels add additional Value to the Collector Pack



COLLECTOR PACK
EXCLUSIVE
PARALLELS

Metallic Red (1:1): Exclusive metallic red border parallel cards for set collectors

Canvas Texture (1:1): Base card parallel featuring a canvas texture and black border

Sepia (1:24): Sepia tone replicates vintage photographs for a unique look at GPK characters

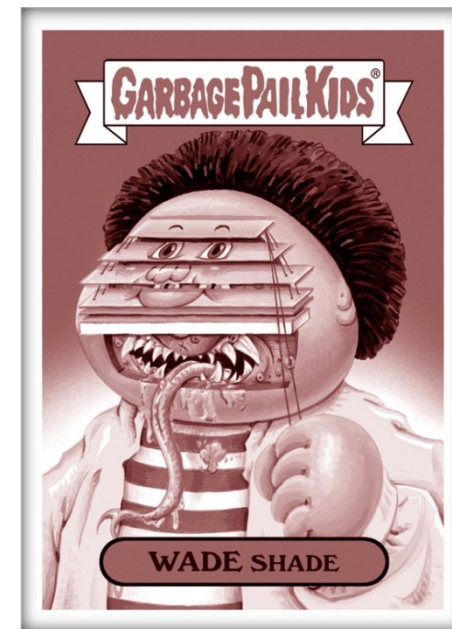
Metallic Red



Canvas Texture



Sepia



Even More Collector Pack Exclusive Content!



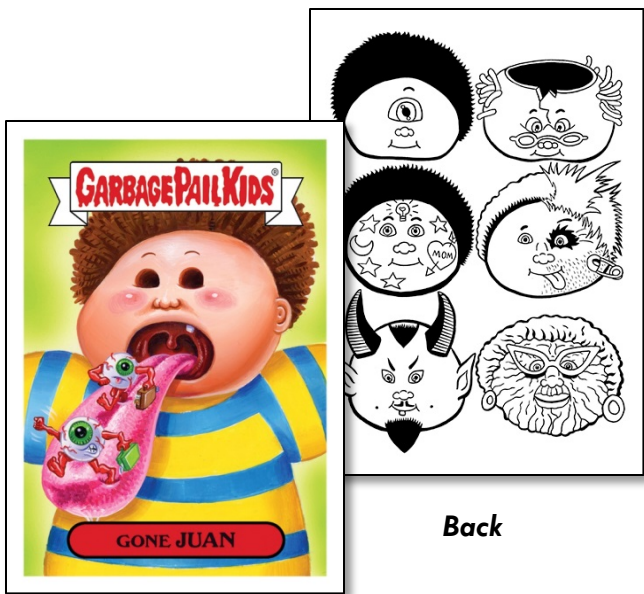
**COLLECTOR
PACK
EXCLUSIVE!**

Character Backs (1:24): Card back feature 6 iconic GPK character heads

Baseball Card Variants (1 per case): Baseball Cards in the classic 1952 Topps design

Patch Relics (90 per subject): Manufactured patch cards featuring GPK team logos

Character Backs



Front

Back

Baseball Variants



Baseball Insert

Variant

Patch Relics



NASTY NICK



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Product Content: HOBBY CHANNEL

- **First Ship:** 3/4/15
- **In Store:** 3/18/15

Product Mix

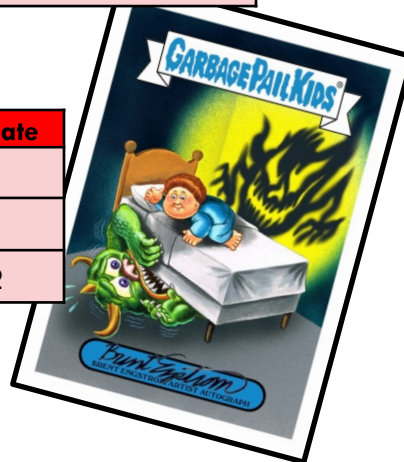
SKU	SRP
Standard Hobby Pack (10 Cards)	\$2.50
Standard Hobby Box (24 Packs)	\$60.00
Hobby Collector Pack (6 Cards)	\$5.00
Hobby Collector Box (24 Packs)	\$120.00

Hobby Box Parallels

Parallel	Insert Rate / QTY
Black	1:2
Silver	1:24
Gold	85 per subject

Hobby Box Inserts

Insert	Insert Rate
Baseball Cards	1:4
Mascot Stickers	1:6
All-Star Stickers	1:12



Hobby Box Hits

Insert	Insert Rate/ QTY	
Artist Autos	3,300 total	
Printing Plates	644 total	
Die Cut Sketch Cards	500 total	Hobby Only!
Hobby Bonus (8 subjects)	1:24	Hobby Only!

Exclusive

Hobby Collector Pack Exclusive Content Inserts & Parallels	
Hit	Insert Rate / QTY
Metallic Red	1:1
Canvas Texture	1:1
Character Back	1:24
Sepia	1:48
Patch Relics (10 subjects)	90 per subject
Die Cut Sketch Cards	500 total
Baseball Variants (10 subjects)	1 per Case





Product Images: HOBBY CHANNEL

Garbage Pail Kids 2015 Sticker Cards

Product Line¹ In Stores: March 18, 2015



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
Collectors 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 250,000 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!"

"THIS IS AWESOME!!"

GARBAGE PAIL KIDS
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

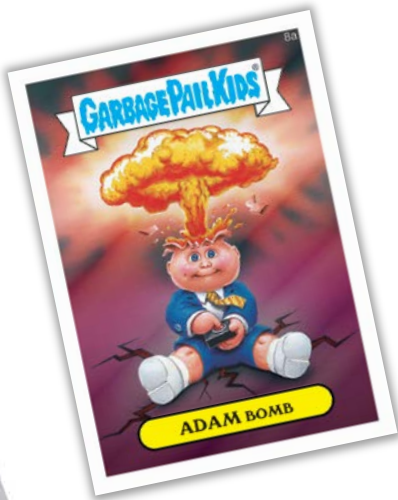
Garbage Pail Kids (GPK) Brand Overview

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

