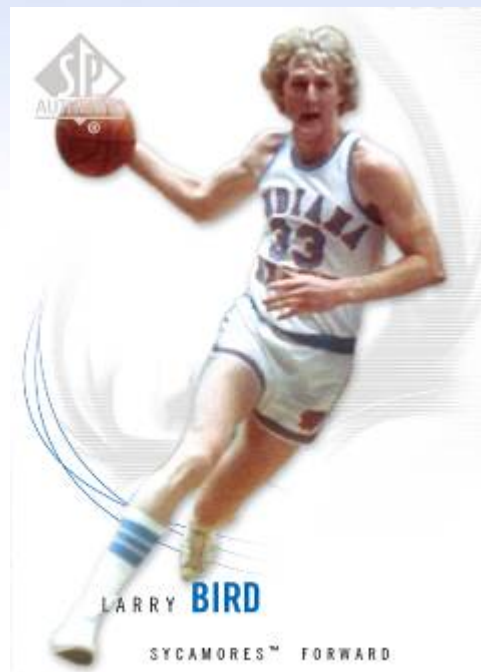




# 2010-11 SP Authentic Basketball

The original premium brand takes another step forward in its evolution with the most enhanced content ever combined with the popularity of NCAA Basketball! Every box delivers either 2 SP By the Letter Autographs or 1 By the Letter Autograph + 1 additional autograph + 1 Michael Jordan North Carolina Supreme Court Floor card!

- **Regular Set:**
  - Regular Cards (100)
  - Cutting Down the Nets (30)
  - Supreme Court (30)
  - Future F/X Flashbacks (30)
  - Authentic Top 10 (10)
- **Configuration:**
  - 5 cards per pack
  - 24 packs per box
- **Product Arrival Date:**  
December 2010
- **Top Inserts:**
  - SP By the Letter Rookies and Veteran/Retired Autos (Varied #)
  - Michael Jordan Supreme Court (1:96)
  - Holo F/X Holograms (1:6)
  - Sign of the Times & Chirography Autographs – Duals (# to 10), Triples (# to 8), and Quads (# to 5)



Regular Card



# 2010-11 SP Authentic Basketball

- **Break Summary:**  
(on average)
  - Every Box Contains:
    - Two (2) SP By the Letter Autographs
  - or
    - One (1) SP By The Letter Autograph + one (1) additional single, dual, triple or quad autograph + one (1) oversized Michael Jordan Supreme Court Floor card!
  - Uncover classic Holo F/X hologram inserts falling 1:6
    - Look for rare die-cut versions!



SP By the Letter Autographs



# 2010-11 SP Authentic Basketball

- Your chance to have a piece of the floor that Michael Jordan Played on at North Carolina!
  - Includes an oversized 1.5”x2” floor piece!
  - Collect Rare 1 of 1 Autographed parallels!



Michael Jordan Supreme Court Floor Card Autograph Parallel

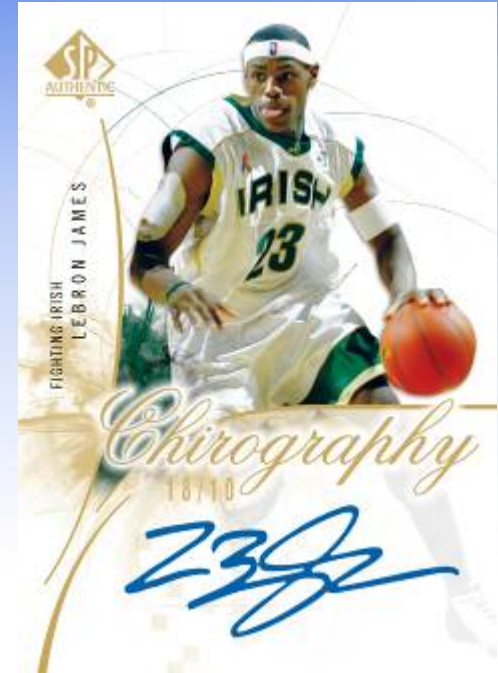


# 2010-11 SP Authentic Basketball

- **Collect Autographs from some of basketball's biggest names!**
  - Michael Jordan
  - LeBron James
  - Magic Johnson
  - Larry Bird
  - Bill Russell
  - Hakeem Olajuwon
  - Bill Walton
  - Jim Boeheim
  - Jim Calhoun
  - DeMarcus Cousins
  - Derrick Favors
  - Xavier Henry
  - And many more!



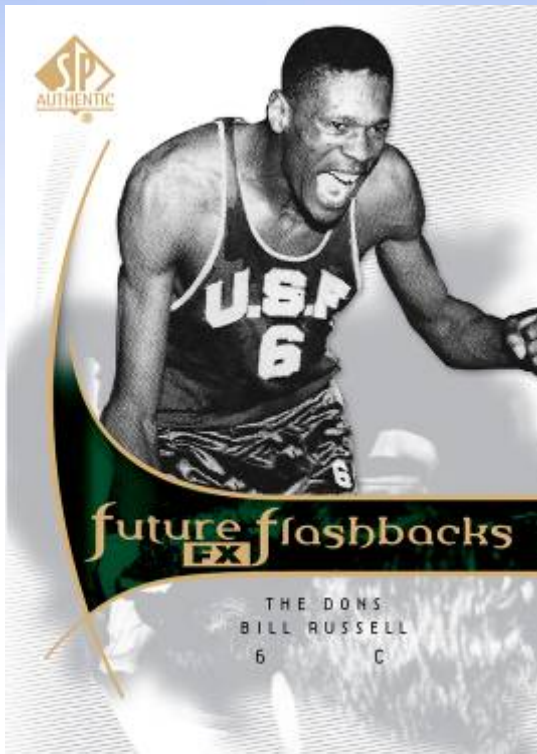
Sign of the Times Signatures



Chirography Autographs



# 2010-11 SP Authentic Basketball



Future F/X Flashbacks

- Collect championship players and coaches with Cutting Down the Nets, Supreme Court, Future F/X Flashbacks, and Authentic Top 10 inserts, including:
  - Mike Krzyzewski
  - Roy Williams
  - Tom Izzo
  - Michael Jordan
  - Magic Johnson
  - Bill Walton
  - Julius Irving
  - Steve Alford
  - Jerry West
  - And many more!