

PANINI AMERICA, INC.



AARON
RODGERS



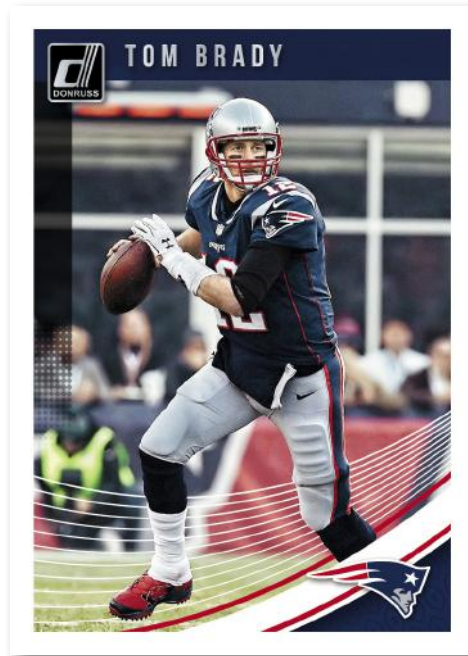
HOBBY

DONRUSS FOOTBALL

2018 NFL TRADING CARDS

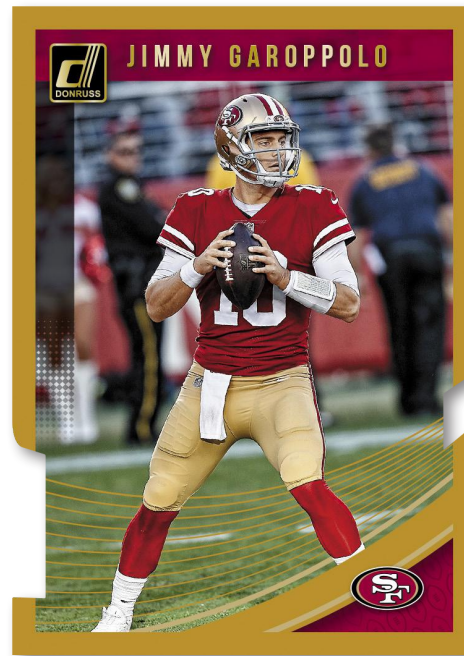
PANINI

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BASE

In one of the deepest checklist of the year, hunt 300 different veteran and retired players in addition to the top 100 rookies for a 400-card set.



BASE PRESS PROOF GOLD DIE CUT

Hunt for rare die-cuts which parallel off the base and come in Silver (#'d /75), Gold (#'d /25) and Black (#'d 1/1).



RATED ROOKIES

The always anticipated Rated Rookie is back again and will feature all of the top rookies from the 2018 NFL Draft.



1988 TRIBUTE

Throwing it back to 1988, this tribute set will take collectors back in time to bring them an old school look with new school talent. Also hunt for the 1998 Tribute, which captures the design from 1998 Donruss.



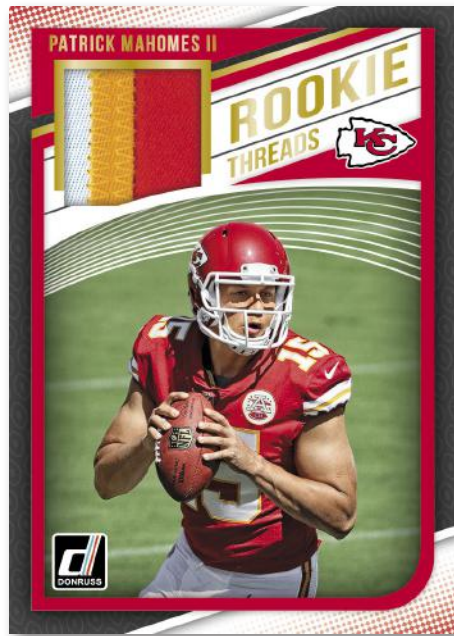
GROUND FORCE

Highlighting the best running backs in the NFL, Ground Force features an out-of-this-world design with elite NFL talent to make a must have insert.



THE CHAMP IS HERE

Showcasing the Philadelphia Eagles' remarkable win in Super Bowl LII, The Champ is here is a 20-card set that highlights the key players in their championship victory.



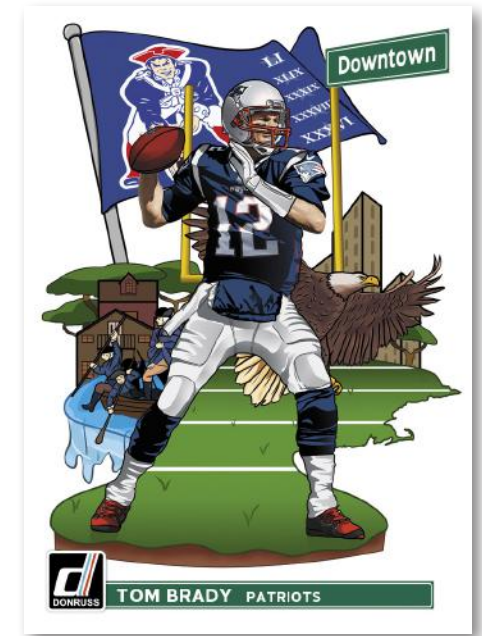
ROOKIE THREADS PRIME

Find memorabilia card of the top rookies in 2018 with Rookie Threads which parallel to Rookie Threads Prime (#'d /25) and Rookie Threads Laundry Tags (#'d 1/1).



ROOKIE PHENOM JERSEYS AUTOGRAPHS

Rookies are a mainstay in 2018 Donruss and none are more sought after than the Rookie Phenom Jersey Autographs (max #'d /99) which will feature the top rookies in the NFL and parallel to prime version (#'d /25) and Laundry Tag versions #'d 1/1.



DOWNTOWN!

New to 2018 Donruss, Downtown! is a case hit insert which features a unique design for every card, which captures the heart of the city in an illustrated format.

HOBBY CONFIGURATION

- **10 CARDS** PER PACK
- **24 PACKS** PER BOX
- **18 BOXES** PER CASE

BOX BREAK

1 AUTOGRAPH AND 1 MEMORABILIA
CARD PER BOX ON AVERAGE.

ALSO LOOK FOR 24 ROOKIES,
24 RATED ROOKIES, 8 PARALLELS AND
40 INSERTS PER BOX ON AVERAGE.

SELLING POINTS

- Find 1 autograph and 1 memorabilia card per box, plus 24 Rookies, 24 Rated Rookies, 8 Parallels and 40 Inserts per box on average.
- Rated Rookies returns and features the top players from the 2018 NFL Draft! Players include Saquan Barkley, Josh Allen, Sam Darnold, Baker Mayfield, and many more.
- Look for 40 inserts per box, on average. New for 2018 - 1998 Tribute, 1988 Tribute, MVP, Champ is Here, Snow Days, Walter Payton Man of the Year, and Matthew Berry's Fantasy Life.
- Pull Rookie Phenom Jersey Autographs (max #'d /99) which parallels to Prime (max #'d /25), and Laundry Tag (#'d 1/1).
- Find rare case hit Downtown! inserts, which feature a unique illustrated design to capture the city each player represents.
- Hunt for the always-popular Fans of the Game insert, which features some of the biggest names in Hollywood and sports. This years list of names includes but is not limited to, snowboarding superstar Chloe Kim, actor Chris Evans, and actor James Caan.