

The Panini logo, consisting of the word "PANINI" in a bold, sans-serif font, enclosed within a white trapezoidal shape with a double-line border.

PANINI

BLACK

FRIDAY

20  11

Overview

Goal: To create a “wrapper redemption” for hobby shops similar to what has been done at events such as the National, Expo, etc.

- Panini has created a redemption pack that is both compelling and content driven for shop owners
- This is a way that Panini can help support hobby shops on the biggest shopping day of the year, Black Friday
- This is a way that shop owners can reward customers purchasing Panini product throughout the holiday season
- This custom product will include randomly inserted autograph and memorabilia cards sure to get collectors excited



Program Awareness

- Panini to promote the “Black Friday” concept to collectors through press releases, social media, the company website, the company email blast and blog
- Panini to support through advertising in Beckett media and other various hobby outlets

Program Execution

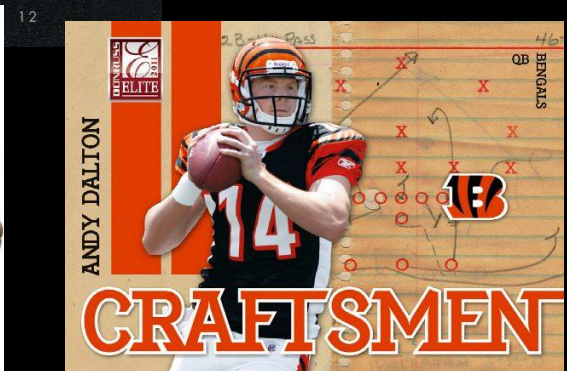
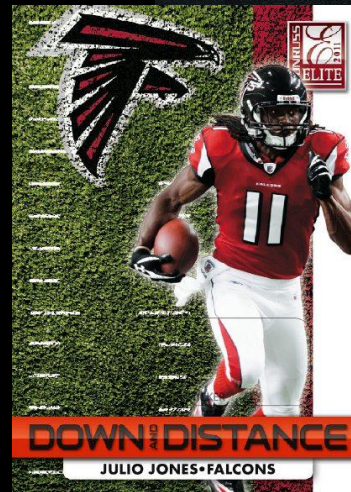
- Identify key products that will serve as the basis for the program
- Work with Distributors to distribute product
- “Black” packs will be sent to hobby shops for collectors to participate
- Like shows, the program will ask collectors to purchase hobby packs to receive their “Black Friday” packs

PANINI
**BLACK
 FRIDAY**
 2011



HIGHLIGHTS

- 19-card base set featuring the top names from the NFL, NHL and MLBPA
- 13-card rookie set featuring the top RCs from the NFL, NHL and MLBPA including rookies that just skated in the NHL such as the #1 overall pick Ryan Nugent-Hopkins
- Draft Day Materials cards featuring swatches of jersey from draft day
- Elite update - updated rookie cards from this year's product, as well as updated inserts featuring the top rookies

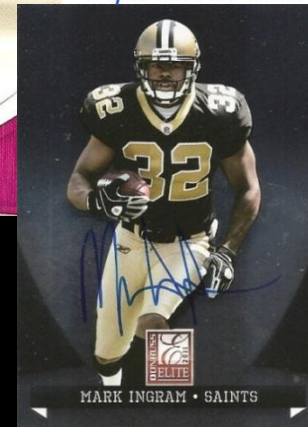
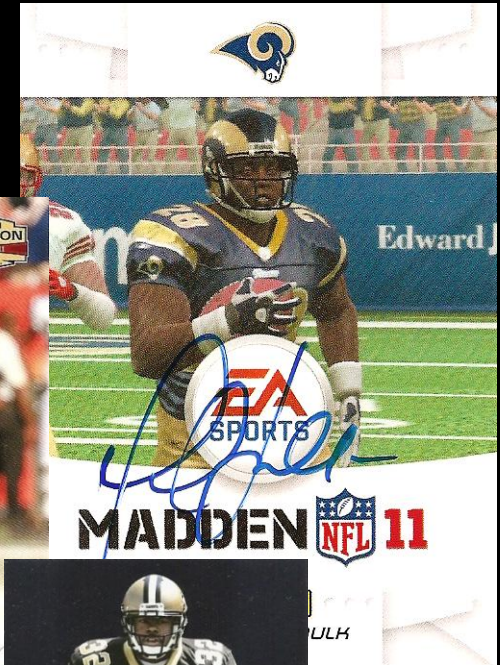
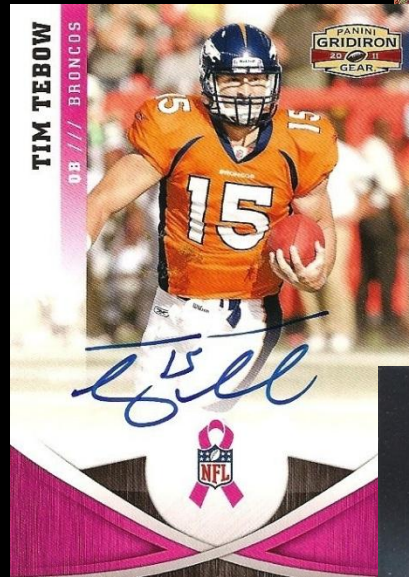




*EA SPORTS signed
Marshall Faulk cards!*

HIGHLIGHTS

- Look for randomly inserted ON-CARD autographs, including an exclusively signed EA SPORTS Marshall Faulk card and Breast Cancer Awareness cards signed by Tim Tebow
- Also look for ON-CARD autographs of players such as Mark Ingram and John Wall
- And much...much...more!





PANINI PRODUCTS

Elite - 20 Packs/Box – 4 silver packs per box/48 per case

Gridiron Gear - 18 Packs/Box - 4 silver packs per box/64 per case

Prestige - 24 Packs/Box - 8 silver packs per box/96 per case

Rookies & Stars - 24 Packs/Box - 8 silver packs per box/96 per case

Threads - 24 Packs/Box - 8 silver packs per box/96 per case

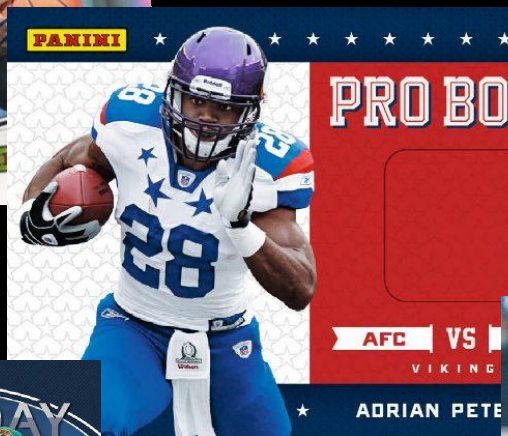
Timeless Treasures - 8 silver packs per box/160 per case

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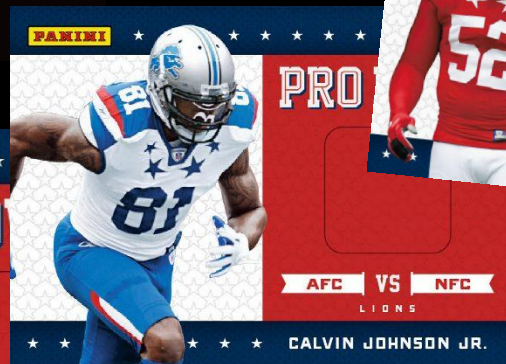
PANINI
KOBE BRYANT
WIZARDS * JOHN WALL
LAKERS
LAKERS



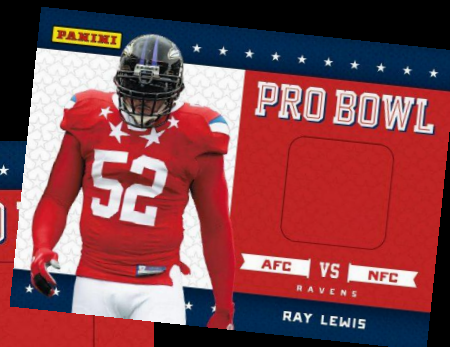
PANINI
PRO BOWL
AFC VS NFC
VIKINGS
ADRIAN PETERSON



PANINI
PRO BOWL
AFC VS NFC
LIONS
CALVIN JOHNSON JR.



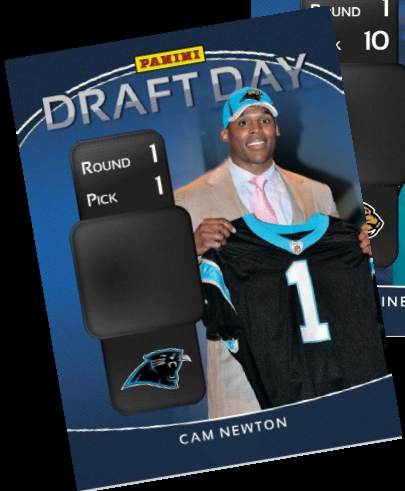
PANINI
PRO BOWL
AFC VS NFC
RAVENS
RAY LEWIS



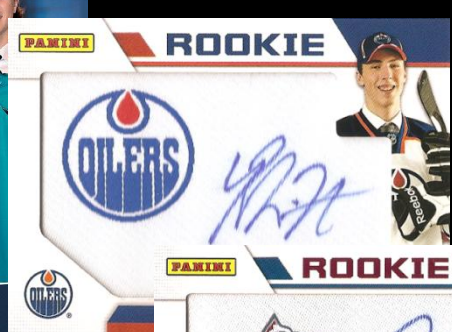
PANINI
DRAFT DAY
ROUND 1
PICK 10
INE GABBERT



PANINI
DRAFT DAY
ROUND 1
PICK 1
CAM NEWTON



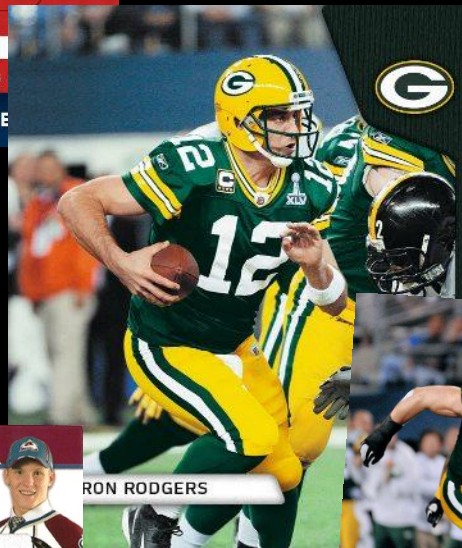
PANINI
ROOKIE
OILERS
GABRIEL LANDESKOG



PANINI
ROOKIE
GABRIEL LANDESKOG
LEFT WING



PANINI
RON RODGERS



PANINI
CLAY MATTHEWS



PANINI
SUPER BOWL XLV
02.05.11

