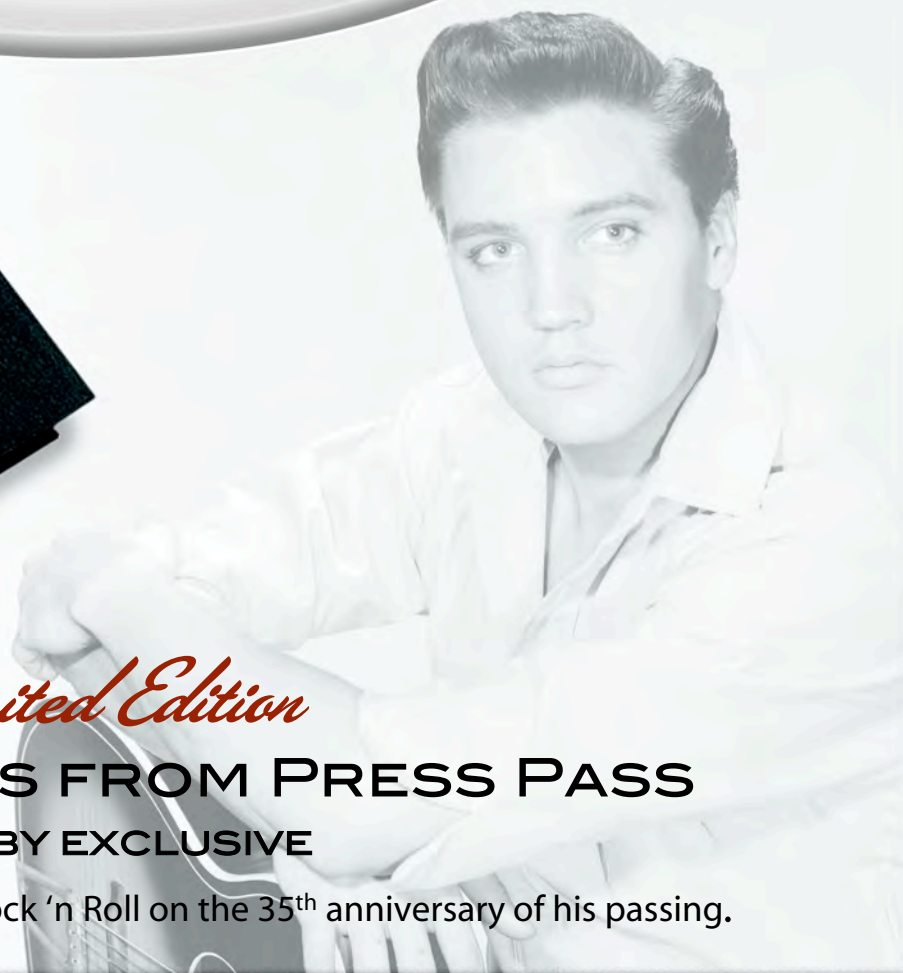


Essential
ELVIS®



Limited Edition

TRADING CARDS FROM PRESS PASS

HOBBY EXCLUSIVE

Essential Elvis honors The King of Rock 'n Roll on the 35th anniversary of his passing.

SET CONTENT, ROSTER, DESIGN AND INSERT RATES ARE SUBJECT TO CHANGE.

Essential
ELVIS®

"The most upscale Elvis trading card set to date."

Each 6-card box will contain an Elvis-worn relic card PLUS one celebrity autograph, or Elvis cut signature card!



The striking 35-card base set is printed on premium quality silver foil board and takes a look at the most memorable achievements in the life of Elvis. * Hologram parallel cards seeded one per pack! *

ALSO LOOK FOR "1 OF 1" BASE CARD PARALLELS!

Essential ELVIS®

- Relics -

Essential Materials -- relic cards featuring the most expansive lineup ever of Elvis-worn clothing. **Nine different items for 2012!**



- Approximately 70% of the Essential Materials cards will feature items new to Essential Elvis!
- Four different levels of single piece relic cards to collect, including 3 sequentially #'d!

Look for
"King Size" over-sized pieces!
3 #'d levels



Essential ELVIS®

*"The first dual, triple & quad
Relic cards of The King!"*



- Six different multi-piece versions to collect--each sequentially numbered.
- Each multi-piece version #’d to 3 different levels /foil colors: gold, blue, melting foil
- Seq. #ing levels vary by version ranging from 5-10-35 to 5-25-299

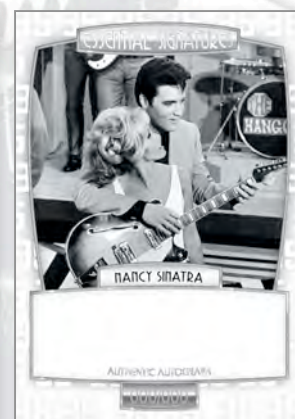
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- Autographs -

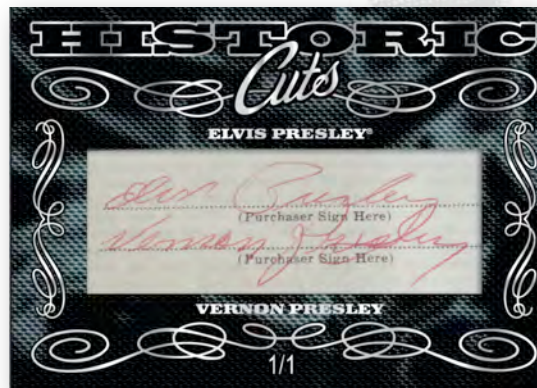
Essential Signatures -- authentic autograph cards of Elvis' Co-Stars & Band Members.



- **Most comprehensive list to date -- vast majority from new signers!**
- **Four levels: silver, gold, blue & red**
- **High value "Artist Proof" autograph cards from Alfred Wertheimer & George Kalinsky; #'d to 99 or less.**
- **Roster TBD; cards are for illustration.**



Historic Cuts -- Elvis Cut Signatures!



- *Single signed cuts from Elvis plus a dual cut with his father, Vernon Presley.*

Just Added!

ELVIS
CUT SIGNATURE
+ RELIC !



Essential
ELVIS®

- Sketch Cards -

Essential Sketches -- Hand-drawn sketch cards from renowned artist, Joe Petruccio. Each sketch card numbered to 20 or less! 4-5 different variations!



NOTE: Above sketch cards are from 2010 Elvis Milestones

- **High value sketch cards** -- 2010 Elvis sketch cards regularly sell in the \$100-\$200 range!

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- Case Pack -

- *6-cards per pack/box: 1 relic, 1 autograph card, 3 silver foil base cards, 1 holographic foil base card parallel*
- *Case pack: 20 boxes per case*
- *A maximum of 275 total cases to be produced*
- *At least one of the following "BIG HITS" per case:
Relic #'d to 5 or less, Quad, Cut, King Size #'d to 10 or less, 1 of 1 base card, Wertheimer or Kalinsky Artist's Proof #'d to 50 or less.*
- *January 18, 2012 release date*

