

2010 - 2011

PAVEL DATSYUK // 13



PANINI



N H L T R A D I N G C A R D S



PINNACLE®



NHL TRADING CARDS

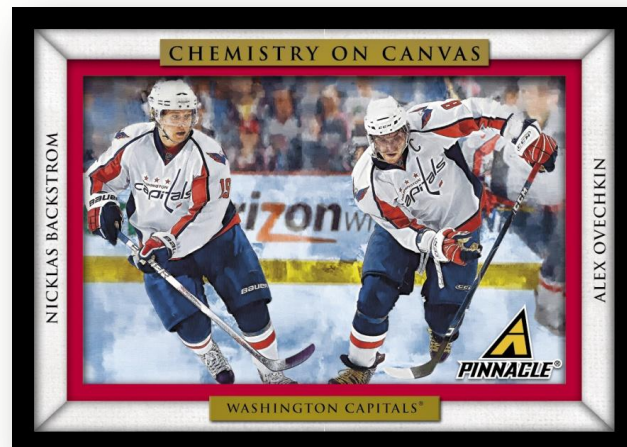
Hobby Configuration

5 Cards, 24 Packs, 12 Boxes

Release Date: March 16, 2011

*When you reach for the best the Hobby has to offer,
that's when you go for the Pinnacle!*

Hobby SRP: \$4.00



Box Break

- Four Ice Breakers Rookie Cards
- Four Museum Collection parallels
- One Artist's Proof parallel
- One Tough Times
- Four autograph or memorabilia hits, including Pinnacle Threads, City Lights, Pinnacle Penmanship, Rookie Team Pinnacle Signatures and many more!



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Highlights

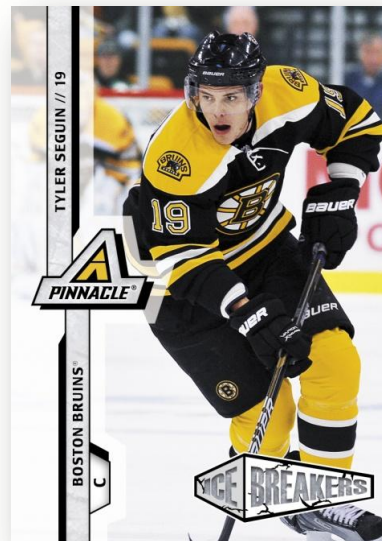
➤ **50 Ice Breakers**, a scintillating collection of the season's must-have RCs.

Look for

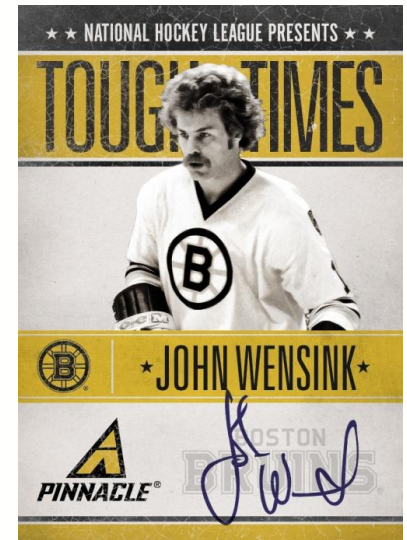
- Taylor Hall
- Tyler Seguin
- Sergei Bobrovsky
- Cam Fowler

and all your favorite freshmen!

Plus, look for 20 Ice Breakers Autographs!



➤ **Tough Times** returns, this time honoring the most intimidating hombres of the 1970s, including **John Wensink, Dave Schultz, Willi Plett, Nick Fotiu** and more!

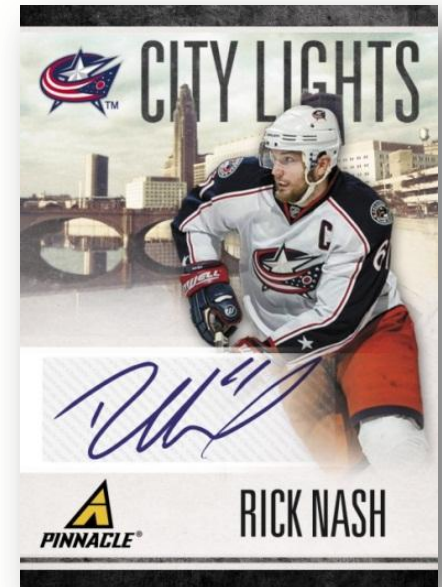




- The return of a hobby favorite, **Team Pinnacle**, is bolstered by the addition of **Rookie Team Pinnacle Signatures**, a set that brings collectors a tandem of first-year hobby titans, topped off with their on-card signatures!



- **City Lights Materials** highlight hometown pride with a sweet swatch of game-used jersey set against a backdrop of each city's skyline.





A brief Q&A on Pinnacle Hockey with Al Muir, Panini America's Hockey Brand Manager

As a longtime hockey collector yourself, what's the one aspect of 2010-11 Pinnacle that you're most looking forward to sharing with collectors?

When collectors would approach me after hearing that Panini was reviving the Pinnacle brand, they were almost unanimous in their top request: bring back the Museum Collection. Believe me: they didn't have to worry. That was always my top priority with this program. They were a gas to collect back in the day. I knew people who built the entire set. Others went after their favorite players. Me, I built Bruins team sets. Combine the outstanding photography that Pinnacle is known for with a dynamic new take on the technology and I'm sure these cards will generate the same type of enthusiasm in 2011.

What three words are collectors going to use to describe Pinnacle at the end of the season?

A fun break. The whole team has really bought into what we're trying to do with Pinnacle, and I think it will show on every card. From the photography to the reinvention of the card back--seriously, you'll want to check these out--this will be a base set that any hockey fan will want to spend hours with. On top of that, we're cramming four autograph and/or memorabilia hits into every box. Then there's the Museum Collection, the Artist's Proofs, the Tough Times '70s insert...every box should be a blast to bust. We think this is going to be the start of something really big.



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