



GOLD STANDARD

PANINI

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



CASE
HIGHLIGHTS

HOBBY CONFIGURATION

12 Cards, 1 Pack, 15 Boxes

RELEASE DATE: NOVEMBER 2, 2011

BOX BREAK

- 3 Autograph Cards** (seq. #ed to 499 or less)
- 2 Memorabilia Cards** (seq. #ed to 299 or less)
- 3 Commons/Legends/Rookies** (Seq. #ed to 299)
- 2 Inserts/Parallels** (Seq. #ed to 299 or less)
- 2 Others** (Common, Parallel, Rookie and/or Insert)



Look for five or more of the following;
Gold Pieces featuring NFL Team Logo, Shield or HOF, Double Standard Dual Signature, Bullion Brand Logo Signature, NFL Shield Signature or autographs of Aaron Rodgers, Adrian Peterson, Drew Brees, Peyton Manning, John Elway, Tony Romo, Emmitt Smith, Tom Brady, Bart Starr, Michael Vick, Philip Rivers, Dan Marino, Charles Woodson, Troy Polamalu, Cam Newton, Jerry Rice, A.J. Green, Joe Namath, Julio Jones, Barry Sanders, Jake Locker, Brett Favre, Blaine Gabbert, Gale Sayers, Christian Ponder, Jonathan Baldwin, Jim Brown, Mark Ingram, Joe Montana, Andy Dalton, Deion Sanders, Colin Kaepernick, Marshall Faulk, Ryan Williams, Mikel LeShoure or On-Card Signature

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HIGHLIGHTS

- Each case contains one Gold Piece featuring NFL Team Logo, NFL Shield or Hall of Fame, featuring a piece of real 14 Karat Gold and seq. #ed to 10 or less.
- On-Card Autographed Rookie Cards featuring Cam Newton, A.J. Green, Julio Jones, Jake Locker, Blaine Gabbert, Christian Ponder, Jonathan Baldwin, Mark Ingram, Andy Dalton, Colin Kaepernick, Ryan Williams and Mikel LeShoure seq. #ed to 499 or less



NFL Shield Signatures



**On-Card Autographed
Rookie Cards**



Golden Anniversary Material Signatures

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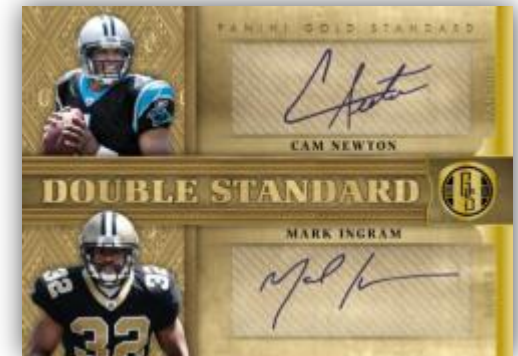
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HIGHLIGHTS

- **Bullion Brand Logo Signatures** featuring Charles Woodson, Troy Polamalu, Tom Brady, Adrian Peterson, Drew Brees, Aaron Rodgers, Michael Vick, Philip Rivers
- **Double Standard Signatures** featuring Aaron Rodgers/Charles Woodson, Cam Newton/Mark Ingram, Ben Roethlisberger/Troy Polamalu, Bo Jackson/Cam Newton, Drew Brees/Mark Ingram



Bullion Brand Logo Signatures



Double Standard Signatures

- **Legends** featuring Jerry Rice, Jim Brown, Joe Montana, Walter Payton, Barry Sanders, Brett Favre, Dan Marino, John Elway, Emmitt Smith, Marshall Faulk, Deion Sanders, Joe Namath, Sid Luckman, Sammy Baugh, Jim Thorpe, Red Grange and Earl "Dutch" Clark

GOLD STANDARD
P A N I N I

A brief Q&A with Panini America NFL Brand Manager Carlos Torrez on the development of 2011 Panini Gold Standard Football

Can you touch on the uniqueness of the gold concept in general and what it means for this product in particular?

Panini America started the “great gold rush of 2010” late last season with the Golden Tickets in 2010 Playoff Contenders. Those cards fueled an absolute feeding frenzy that paved the way for similar innovation in 2010-11 Playoff Contenders Hockey and helped launch the stand-alone 2010-11 Gold Standard Basketball.

We look at 2011 Gold Standard Football as a tremendous opportunity to accentuate and strengthen our golden reputation, so to speak. We’re still so early in the life cycle of this concept and no one else is doing it. There’s so much innovation left to deliver, and you’ll see a lot of it delivered in this product.

From the embedded pieces of 14-karat gold etched with team logos to pieces of real gold that include authentic diamonds, this product will continue to raise the bar and create unique trading cards that are literally worth way more than their weight in gold straight out of the pack.

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