

NFL TRADING CARDS

PANINI

TOM BRADY





HOBBY CONFIGURATION

SRP: \$6.00

5 cards, 20 packs, 12 boxes

Release Date: June 15, 2011

Box Break

- 4 Autograph or Memorabilia Cards (at least one autograph)
- 4 Rookies
- 1 Aspirations/Status parallel
- 1 Craftsmen
- 1 Legends of the Fall
- 1 Power Formulas
- 1 Hit List
- 1 NFL Shield
- 1 NFL Team Logo
- 1 Additional Parallel, Insert or Rookie

2011 ROOKIES

Blaine Gabbert
Cam Newton
Jake Locker
Christian Ponder
Andy Dalton
Mark Ingram
Ryan Williams
Mikel LeShoure
DeMarco Murray
A.J. Green
Julio Jones
Randall Cobb
Leonard Hankerson



All information is accurate at the time of posting – content is subject to change. Card images are solely for the purpose of design display. Actual images used on cards to be determined.
© 2011 Panini America, Inc. Printed in the USA.





Case Break

Look for one or more of the following autographs;
Peyton Manning, Drew Brees, Tom Brady, Aaron Rodgers, Adrian Peterson, Blaine Gabbert,, Jake Locker, Mikel LeShoure, Ryan Williams, DeMarco Murray, A.J. Green, Julio Jones, Ryan Mallett, Leonard Hankerson, Passing the Torch, Throwback Threads, or on-card NFL Shield, NFL Team Logo.

Every case will deliver either a booklet card or dual Passing The Torch autograph.



All information is accurate at the time of posting – content is subject to change. Card images are solely for the purpose of design display. Actual images used on cards to be determined.

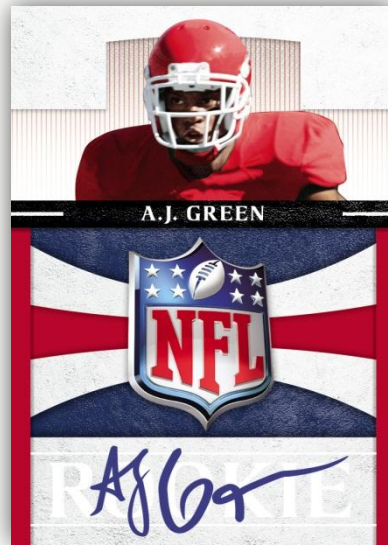
© 2011 Panini America, Inc. Printed in the USA.



HIGHLIGHTS



- 100 Commons
- 100 Rookies numbered to 999 (4 per box)
- NFL Shield & Team Logo on-card signatures of the top 2011 Rookies including **Blaine Gabbert and A.J. Green**
- Top NFL rookies from the class of 2011 with autographed versions sequentially numbered to 499 or less, including Aspirations and Status Die-Cuts
Sequentially numbered to 49 or less



- Throwback Threads featuring; **Otto Graham, Sammy Baugh, Joe Montana, Emmitt Smith, Dan Marino**



- Passing the Torch featuring; **Peyton Manning/Sam Bradford, LaDainian Tomlinson/Ryan Mathews, John Elway/Tim Tebow, Michael Irvin/Dez Bryant**

All information is accurate at the time of posting – content is subject to change. Card images are solely for the purpose of design display. Actual images used on cards to be determined.
© 2011 Panini America, Inc. Printed in the USA.





A brief interview with Panini America NFL Brand Manager Carlos Torrez on the making of 2011 Elite Football

What in 2011 Elite Football should collectors be most excited about?

The new crop of rookies and the triumphant return of a few favorite Donruss inserts from yesteryear such as Legends of the Fall, Power Formulas and Hit List.

When you set out to put a set like Elite together, what is your ultimate goal?

When building a program like Elite or any program, I always look to provide the most value for collectors. I also look to see what worked in past Elite programs and try to bring back key elements that make collectors keep visiting their local hobby shops.

What is your favorite part of 2011 Elite Football?

The addition of Throwback Thread booklet cards and new, fresh pairings in the legendary Passing the Torch autograph set.

All information is accurate at the time of posting – content is subject to change. Card images are solely for the purpose of design display. Actual images used on cards to be determined.
© 2011 Panini America, Inc. Printed in the USA.

