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For Immediate Release

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2011 Press Pass Legends Football: Wrapper Redemption Opportunity

Charlotte, N.C – Press Pass Inc. has announced that they are introducing a wrapper redemption promotion to reward collectors who purchase a box of Press Pass Legends FB this year. “With the economy still in the process of turning around, and collectors looking to get the most value for their money, we have decided to deliver an exclusive bonus auto of Daniel Thomas to collectors who send in 18 opened wrappers, while supplies last,” explained Nick Matijevich, Director of Product Development. “With the Dolphins trading up to get him in the 2nd round and their two current RBs entering free agency, it appears as though he will be a starter from day 1, so we expect these cards to be highly sought after.”

“We had production issues with Daniel’s 1st shipment, which required us to re-print his cards on another form, and due to the late timing, we were not able to include his autos in the product,” continued Matijevich. “However, we wanted to get the cards into collectors’ hands, and the wrapper redemption is an easy way to accomplish this goal.”

Collectors looking to cash in on this great opportunity should send their 18 wrappers along with a 3” x 5” index card with their first & last name, address, email and phone number to the following address:

Press Pass Inc.

Dept. 11 Press Pass Legends FB Wrapper Redemption

9115 Harris Corners Pkwy, Ste. 200

Charlotte, NC 28269

(Limit of 18 wrappers per envelope & limit of 1 envelope per household each day)

The company also announced that the single signed autographs for Cam Newton, Dick LeBeau and Franco Harris have been returned and will be redeemed for collectors as soon as possible after the company receives their redemption cards. The dual autographs of Hines Ward & AJ Green have also been returned, and the company has a signing scheduled to finish the Emmitt Smith & Mark Ingram cards over the weekend.

Continuing the company tradition, *Press Pass Legends* will also feature red ink and inscription variations from some of the biggest names in football history, 21 of whom have never appeared in the product before. The company has confirmed that Emmitt Smith, Dan Marino, Hines Ward, Tedy Bruschi, Michael Irvin and Warren Sapp are among the legendary names who have signed their autos with variations. With 18-pack hobby boxes delivering at least 5 on-card autographs and 1 game-used collegiate jersey card, collectors have a chance to obtain not only all-time greats from the past, but the legends of the future. Every other box will yield an autograph from either Cam Newton, AJ Green, Julio Jones, Jack Locker, Blaine Gabbert or Mark Ingram, every box will deliver at least 2 legendary autographs, and 1 of 1 Press Plates will fall at least one per case!

2011 Press Pass Legends Football features a 100-card premium base set and released on Thursday, May 12.