

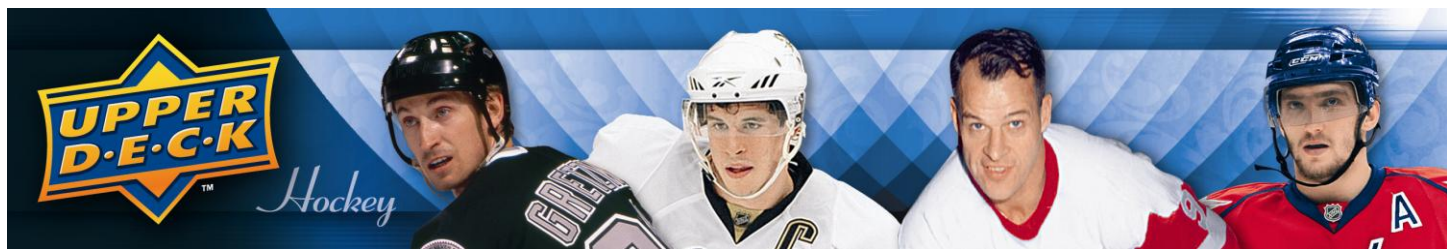
2010-11 SPx Hockey

A brand with a fantastic history has an even brighter outlook for the 2010-11 season. Sticking with its standard 1 autographed jersey card per box, SPx will showcase another jersey card of a top rookie this year. Possibly delivered in a shrunken down pool of Rookie Jersey cards or via a Rookie Materials insert, this secondary hit is lined up to deliver more bang for your buck! Add in an Ice Premieres Rookie Card, and you can see the direction SPx is headed quite clearly!

- ✓ Get 1 Autographed Rookie Jersey Card per box! (on avg.)
 - ✓ Collect 1-2 Short-printed RC's per case !
- ✓ Grab 1 more Jersey Card featuring a Rookie in every box!
 - ✓ Rookie Materials joins with SPx Rookie Jerseys to provide the hit!
- ✓ **Part Deux: Ice Returns here too!**
 - ✓ **Get 1 Ice Premieres Rookie Card per box!**
 - ✓ **Grab 4 Ice Regular cards too!**
- ✓ Grab 1 Winning Materials & 1 Winning Combos card per box!
- ✓ Shadowbox Cards are Back for Year 2!
 - ✓ These case hits now feature signed versions as well!
- ✓ Welcome to the lineup: SPx Finite Rookies!
 - ✓ Just the Best Freshmen, #'d to 3 great tiers!



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Break Summary:

➤ **Box Break:**

- ✓ 1 Signed Rookie Jersey Card
- ✓ 1 Jersey card featuring a Rookie
 - ✓ Either SPx Rookie Jersey or Rookie Materials card
- ✓ 1 Winning Materials Jersey card
- ✓ 1 Winning Combos Jersey card
- ✓ 1 "Bonus Pack" PER BOX!!
- ✓ 1 Ice Premieres Rookie Card!
- ✓ Ice Regular Cards too!!

➤ **Case Break:**

- ✓ 1-2 Autographed Rookie Jersey cards #d to 499
- ✓ 1 Shadowbox card
- ✓ 1 Signed Flashback Fabrics
- ✓ 2 Flashback Fabrics cards
- ✓ 1-2 Winning Trios Jersey cards

Key Inserts:

Bonus Packs

Look for one bonus pack in **EVERY BOX!!** – some may feature **Ice Premieres Rookie Cards**, plus find **Ice regular cards** – in every sealed box of SPx!

Shadowbox :

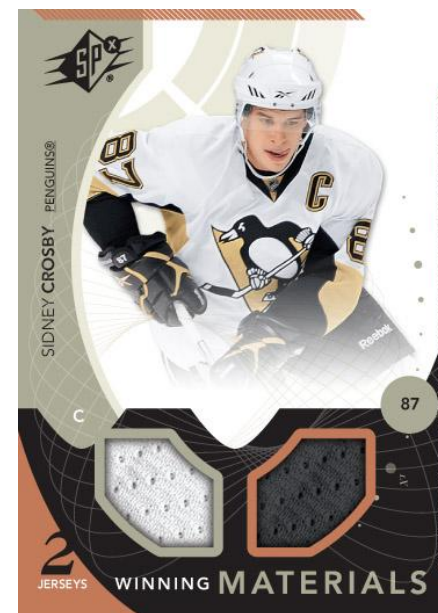
Gretzky, Lemieux, Yzerman, Messier, Tavares, Toews, Ovechkin, Hull, Zetterberg, Iginla, Esposito, Duchene, Subban & more

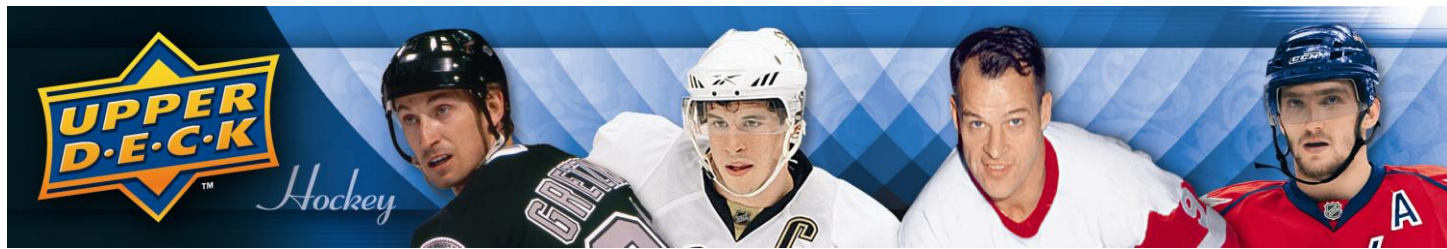
Winning Materials:

Crosby/Malkin, Luongo/Miller, Lecavalier/Stamkos, Iginla/Bourque, Gaborik/Hossa, Heatley/Marleau, Gretzky/Messier & many others ...

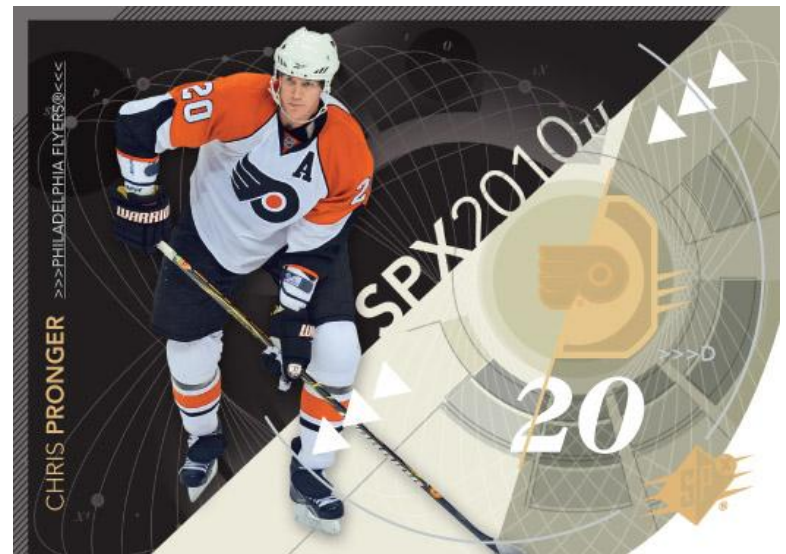
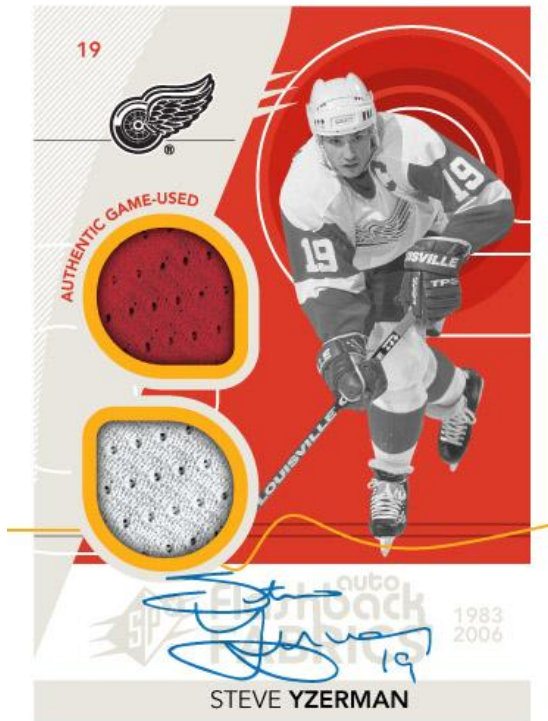
Configuration:

- 4 Cards/Pack
- 18 Packs/Box
- 14 Boxes/Case

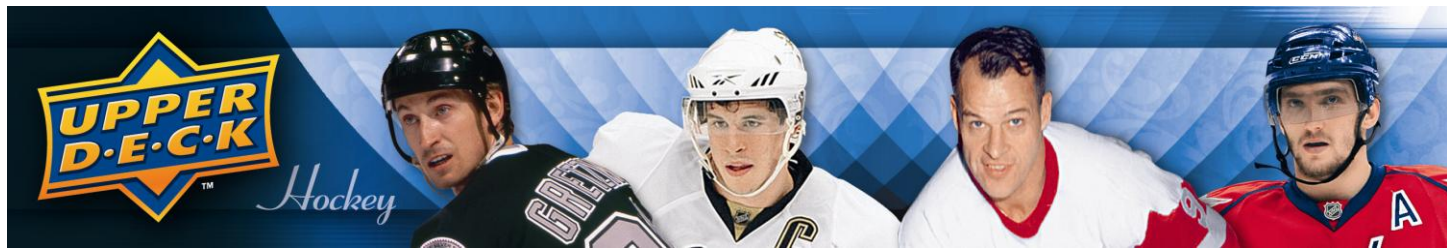




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