

NBA TRADING CARDS

PLAYOFF

*National Treasures*



2010-2011

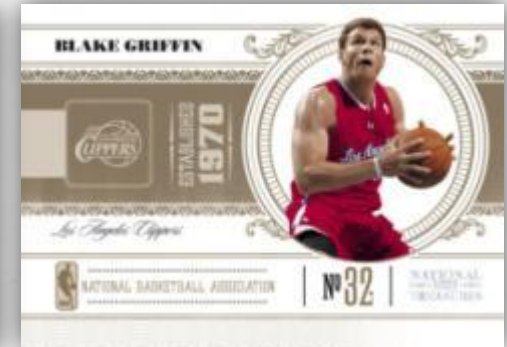
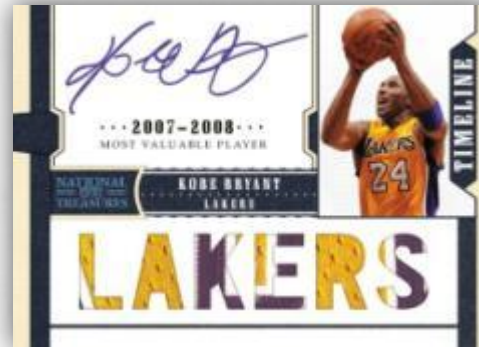
# Hobby Configuration

8 Cards, 1 Pack, 4 Boxes

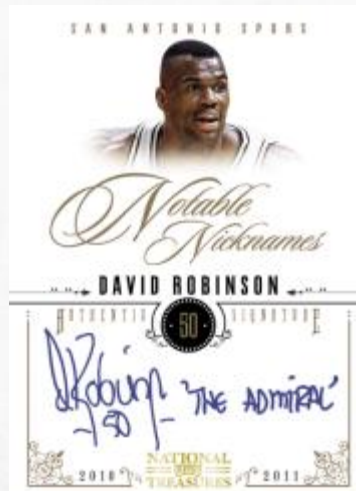
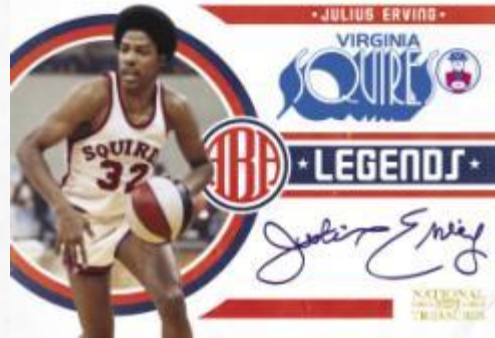
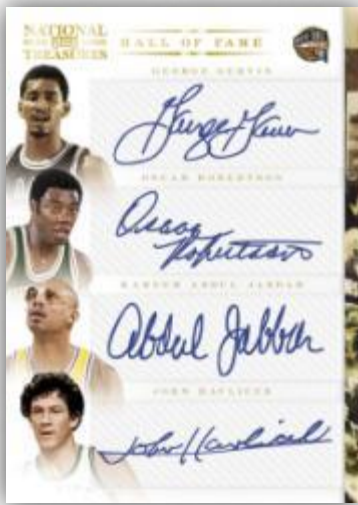
**Release Date: August 3, 2011**

## Box Break

Six Autographs/Memorabilia Cards  
One Common seq #ed to 99  
One Legend/Rookies/Parallels or Insert



**PANINI**



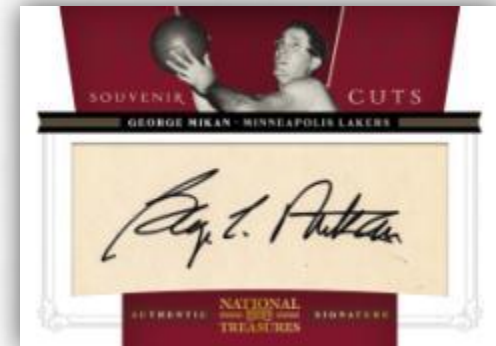
## Case Hits

One or more of the following;

- ✓ Autograph from Julius Erving, Kobe Bryant, Bill Russell, Magic Johnson, Kareem Abdul-Jabbar, Oscar Robertson, Larry Bird or Jerry West
- ✓ George Mikan material card
- ✓ Souvenir Cut signature
- ✓ Pen Pals
- ✓ Signature Combo
- ✓ Signature Trios
- ✓ Signature Quads
- ✓ NBA Logoman
- ✓ NBA Logoman Combo
- ✓ NBA Logoman signature
- ✓ Laundry Tag NBA Logoman
- ✓ Laundry Tag NBA Logoman signature
- ✓ Laundry Tag Team Logo
- ✓ Laundry Tag Team Logo signature

## Program Highlights

- \* Exclusive Kobe Bryant On-Card Autographs!
- \* On-Card Pen Pals Autographs!
- \* On-Card Jumbo Prime Material Cards of Kevin Durant, Blake Griffin and **NBA Hall-of-Famers Julius Erving and David Robinson**
- \* NBA Logoman combos
- \* Signature Trios& Quads cards



## A brief Q&A with Panini America Basketball Brand Manager David Porter on the follow-up to the highly successful initial launch of National Treasures Basketball

### **How do you and your team handle the high expectations after the launch of a successful product?**

“We were delighted with the collector acceptance of 2009-10 National Treasures and realized what a successful foundation was established with that release. Many of the same elements will be found in the 2010-11 National Treasures, including the most desirable and scarce rookie cards for the 2010-11 Class. We are also excited to bring back an array of our popular Logoman cards and uniquely designed Laundry Tag material cards of many current and retired NBA Stars.”

### **What do collectors have to look forward to in 2010-11 National Treasures?**

“Some of the new content in the 2010-11 National Treasures will include on-card Kevin Durant autographs, including Logoman and low-numbered prime jersey pieces. We’re also excited about adding Hall-of-Famers Julius Erving and David Robinson autographed memorabilia cards to the lineup. Additionally, we will have our first memorabilia cards featuring Wilt Chamberlain.”