



SCORE

ROOKIES AND TRADED



Release Date: June 29, 2011

HOBBY BOX SET CONFIGURATION



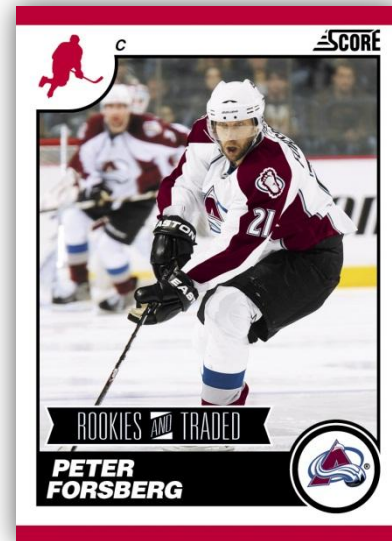
Plus!

99 Cards

5 Parallels and 1 Rookie Autograph per box

20 Boxes per Case

Box Set SRP: \$19.99



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

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HIGHLIGHTS

Find 99 must-have cards featuring the hottest rookies (Jacob Markstrom, Sergei Bobrovsky, Robin Lehner, Linus Omark, Taylor Hall, Jeff Skinner and many more) along with traded players pictured with their new clubs.



Also look for the mystery 100th card!

Inserted 1:20 box sets, featuring the first-ever card of one of the greatest legends in hockey history!

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Score Rookies and Traded is back! Any sport-switching images this time around?

One of the first Rookies and Traded sets was memorable for the Eric Lindros baseball card, but this one is all hockey, all the time. The first 34 cards of the set feature new cards of the season's hottest rookies—Taylor Hall, Jeff Skinner and Tyler Seguin among them—veteran players who swapped sweaters—including Michael Grabner, Tomas Kaberle and Erik Johnson—and a few key free agent signings, most notably Colorado's Peter Forsberg. The set also includes 65 of this season's most promising rookies, like Florida's Jacob Markstrom (arguably the top goaltending prospect in the world), Detroit first rounders Thomas McCollum and Cory Emmerton, Islanders stopper Kevin Poulin and Atlanta's puck handling wizard, Alexander Burmistrov. It's a great lineup that could look even better two or three years down the road. We think it'll be a favourite among rookie collectors who will be looking to stock up on singles of their personal picks to click.

So what's the story behind the 100th mystery card?

Sorry, but it's going to stay a mystery until the product releases. All I can say at the moment is that both the NHLPA and NHL are stoked, and that we expect the card to generate some mainstream media buzz—something that's likely to create additional traffic for stores carrying Score Rookies and Traded. It's a rare card that can create that sort of excitement, and this is that card. And speaking of rare, the card will be inserted 1:20 box sets, with the parallel version limited to just 25 copies. That alone should help drive sales of this product.

Anything else to spur collector interest?

Sure...each box set of Score Rookies and Traded includes one autographed rookie card. There are 18 different cards to collect, including Hall, Skinner, Seguin, Emmerton, Derek Stepan, Carolina's top prospect Zac Dalpe and Boston first rounder Jordan Caron. It's a great lineup with a set size that should encourage hobbyists to collect 'em all. And on top of that, this box set is affordable enough to fit within almost every collector's budget and a great way to ensure that your customers can have compelling cards commemorating this season's exciting freshman class.

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