

TOPPS ATTAX

BASEBALL GAME

NEW GAME!

THE CLASSIC ATTAX GAME KIDS HAVE ENJOYED FOR YEARS, BECOMES A WHOLE NEW ATTAX FOR 2011, GIVING KIDS EVEN MORE WAYS TO PLAY THEIR FAVORITE ATTAX GAME!

NEW "MAJOR LEAGUE" GAME-PLAY & RULES

- New baseball action including base hits, base running, stealing and fielding in addition to pitching and home runs!
- Introducing MLB® Mascot cards – assisting kids' teams to victory!
- Introducing ballpark cards – setting the stage for the new game!
- New 30-card expanded deck – allowing more play action!
- New card design and easy-to-understand icons – keeping the game simple yet challenging enough to play again and again!

QUICK-PLAY HOME RUN DERBY™ GAME RULES

HELPS KIDS GET INTO THE GAME FAST!

- Ideal for quick play and for traveling
- Great for kids who like a quick simple game with simple hitter vs. pitcher interaction and scoring
- Ideal for younger kids playing with parents or friends



IT'S A WHOLE NEW BALLGAME!

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NEW PACKAGING!

CONSUMER VALUE

3 WAYS FOR KIDS TO GET INTO THE GAME

\$7.99 STARTER BOX

60 CARDS FOR THE PRICE OF 48 CARDS!

- Ready-to-play offering 2 players everything kids need to play the new Topps ATTAX game!

INCLUDES:

- Two 30 card, pre-constructed (not random) ready-to-play decks
- Two ATTAX deck storage boxes for kids to carry, store and protect their cards
- One deluxe play mat redesigned for the new game
- Game rules

\$3.99 VALUE PACK

NEW CONFIGURATION: 30 CARDS
FOR THE PRICE OF 24 CARDS

- Good item for kids and parents who want a great value, high card-count pack
- Includes 30 random cards, enough cards for one player to open, build a deck and play immediately!
- Enough cards for 2 players to play the "quick-play" ATTAX game rules
- Excellent for jump-starting a new collection
- Playmat/rules sheet included

\$1.99 BOOSTER PACK

20% MORE CARDS!

- Great item for kids/parents who have previously purchased ATTAX
- Impulse purchase
- "In allowance range" for kids
- Includes 12 cards



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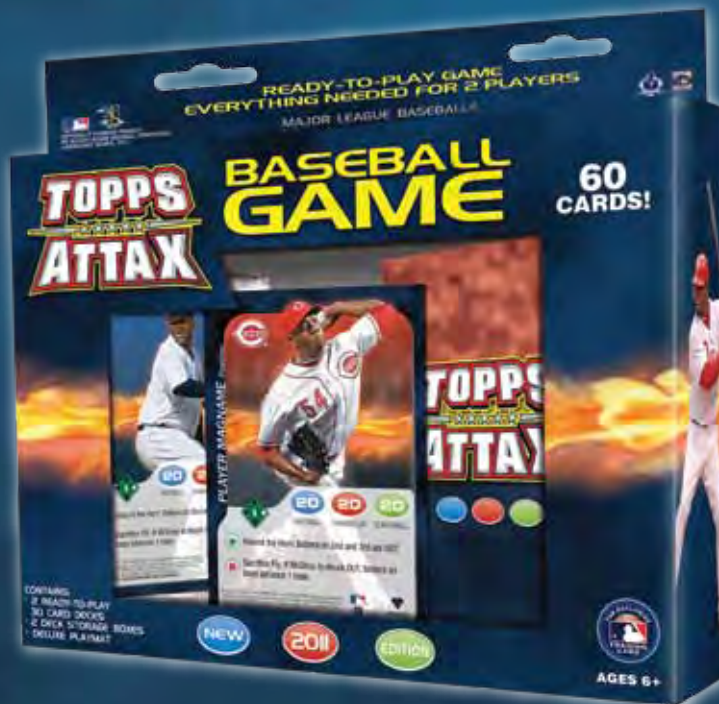
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NEW MARKETING PLAN!

MARKETING

- Massive grass roots sampling and demo program across little league and camps
- Tournament and prize support to build local play communities
- Special code cards in starter pack offering ATTAX online play and a Toppstown experience
- New packaging clearly communicates ATTAX is a game
- Web and print advertising



**SHIPS APRIL
ORDER TODAY!**



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