



# ROOKIE OF THE WEEK PROMOTION

**A BRAND NEW, EXCITING, WEEKLY PROMOTION WITH AN INNOVATIVE ONLINE ELEMENT!**

To make the most of the approaching NFL season, and attract football fans and collectors to your store, we have created Topps Gridiron Rookie of the Week Promotion – a limited edition 17-card set offered only to Home Team Advantage Stores!

**THIS 17-WEEK, 17-CARD LIMITED EDITION PROMOTION BEGINS SEPTEMBER 14th  
KICK-OFF WEEKEND, AND CONTINUES THROUGHOUT THE NFL SEASON**

## HOW IT WORKS

Customers can come to your HTA store weekly and pick up a limited edition Topps Gridiron Rookie of the Week Redemption Card when they purchase a pack of any Topps Football product.

Each week, Topps will capture one NFL rookie's performance and create an exclusive card only available to those with that week's Rookie redemption card.

Starting 9/14/10 and continuing through the NFL regular season, Topps will announce the Rookie from the previous week's games on [www.topps.com/redemptions](http://www.topps.com/redemptions).

Rookie redemption codes are week- specific and cannot be unlocked until noon ET on the Tuesday following that week's action; i.e. a Week 5 redemption card cannot be unlocked until 10/12/10 at noon Eastern time.

All redemption codes must be entered onto [www.topps.com/redemptions](http://www.topps.com/redemptions) no later than 2/28/11.

Consumers can visit [www.topps.com/redemptions](http://www.topps.com/redemptions) and follow the instructions to receive their cards anytime after 2/28/11.

## ALL REGISTERED HTA STORES WILL RECEIVE:

### SALES KIT TO PROMOTE THE EVENT:

- 1 Window Cling
- 1 Easel Display
- 1 Dangler
- 1 Sell Sheet For Previously Received Plastic Easel

### PROMOTIONAL CARDS:

- Stores will receive a single shipment of 17 weekly packs of cards with each pack containing 25 Topps Gridiron Rookie of the Week Redemption Cards

## STORE BENEFITS

This limited edition 17-card set will be a great addition or great start to any hobbyist's collection and represents an ideal opportunity to attract NEW customers to YOUR store on a WEEKLY basis.

**START NOW!**

**PROMOTE TOPPS GRIDIRON ROOKIE OF THE WEEK!**



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