

Good afternoon,

Dec 9<sup>th</sup> is approaching! Please distribute to all your Topps customers and encourage them to sign-up for this Gold Rush promotion. This is a big promotion your stores will want to be a part of. If they do not sign-up they will not receive Gold Rush kits. Reply by 12/9 to [goldrush@topps.com](mailto:goldrush@topps.com) to support the launch of Topps Baseball Series 1!



The Gold Rush is Coming.....to Topps Home Team Advantage Stores!

In an effort to support the launch of 2012 Topps Baseball Series 1 and make the new year a huge success, Topps will provide Home Team Advantage Stores with a special kit and program to ensure that we all strike gold! The overall program will provide you with special tools to help drive excitement, drive traffic and ultimately drive sales! We will expect you, in turn, to execute flawlessly and make this coming year's launch of Topps Baseball Series 1 the special event that it should be. 2012 Topps Baseball Series 1 is indeed a special product. It is loaded with content, loaded with creativity, loaded with special hits and literally, loaded with gold! If you want to be a part of the Gold Rush, if you want to receive a promotional kit, and if you want to make the launch of Series 1 special in your store, please sign up by December 9<sup>th</sup>. Simply email [goldrush@topps.com](mailto:goldrush@topps.com), provide your store name, address, HTA key number (or Hobby Distributor name) and your commitment that you will partner with Topps to be a part of the gold rush, including hosting a special gold rush launch party as 2012 Topps Baseball Series 1 hits the street!