



LORD STANLEY

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PANINI  
**DOMINION**  
HOCKEY

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NHL® TRADING CARDS

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# HOBBY CONFIGURATION

8 Cards, 1 Pack, 6 Boxes

Release Date: July 27, 2011

## BOX BREAK

- Six hits—at least three autographs!—per pack, along with two base cards, subsets or parallels numbered to 199 or fewer!
- At least one hard-signed Rookie Card per box!



## CASE BREAK

*It's like AM radio in the '60s...the hits keep comin'!*

- 20 hard-signed/patch Rookie Cards #'d to just 99 copies or fewer...falling at least one per case!
- 80 hard-signed Rookie Cards #'d to 199 or fewer, falling at least seven per case!

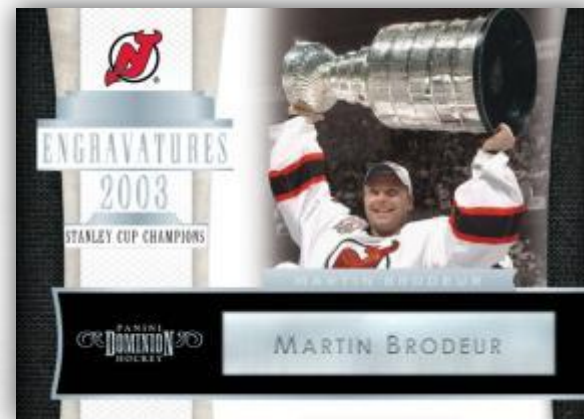
# HIGHLIGHTS

PANINI  
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*The Biggest release of the year promises the most dazzling hits  
you've ever seen!*

## Peerless Patches

Look for Dual and Quad versions featuring the choicest patch swatches from hockey's greatest stars of yesterday and today! Duals are limited to 25 copies or fewer... Quads are limited to 10 copies or fewer...and both are presented in spectacular booklet form to highlight the meaty cuts and brash colours!



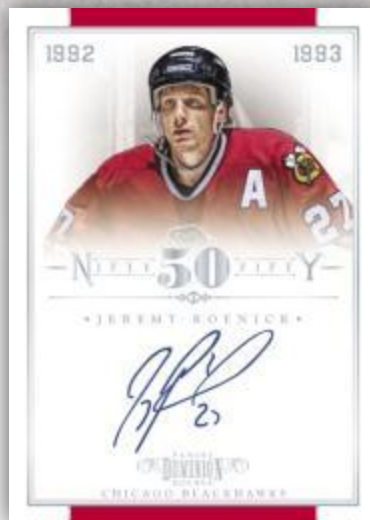
## Engravatures

They wouldn't let us cut up the Stanley Cup, so we did the next best thing! Each card boasts a piece of silver, engraved with the name of a Cup winner just like it is on hockey's holy chalice! Chase one of the 10 copies of **Sidney Crosby, Martin Brodeur, Steve Yzerman, Jonathan Toews** and others!

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## Nifty 50

One of the hobby's most famous insert names is back...and way better than before! This set features hard-signed autographs of the elite snipers who have separated themselves from the merely great by topping the 50-goal mark in a single season. Look for **Steven Stamkos, Cam Neely, Guy Lafleur, Jeremy Roenick** and more, numbered to just 50 copies!



## Brass Bonanza

Nothing's hotter in hockey merchandising than the Hartford Whalers, and this set captures the legends of that late, lamented franchise in all their hard-signed glory! **Ron Francis, Brendan Shanahan, Bobby Hull** and many more, each numbered to 50 copies or fewer!



## Tape To Tape Autographs

We couldn't slip a signed stick into your case, so we did the next best thing by having stars sign the actual tape sliced from their game-used lumber! **Mario Lemieux, Patrick Roy, Alex Ovechkin** and **Mark Messier** are found in this stellar insert, with each card numbered to 20 copies or fewer!



### kindest Cuts

You like 1/1 cut signatures?

You won't believe the roster of hockey legends we've compiled for this set!



### Pen Pals

We've brought together some of hockey's greatest to sign with one, two or three of their closest friends! Look for Duals **Joe Sakic** and **Steve Yzerman**, numbered to 50 copies or fewer. Triples feature combos like **Taylor Hall**, **Jordan Eberle** and **Magnus Paajarvi** and are numbered to 25 copies or fewer! And imagine pulling a Quad featuring **Don Cherry**, **Terry O'Reilly**, **John Wensink** and **Bobby Schmautz**, numbered to just five! Also look for Black 1/1 parallels of each card!



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## An brief interview about Dominion Hockey with Al Muir, Panini America's Hockey Brand Manager

### ***Why Dominion? Why not call this National Treasures?***

*If there's one thing I've learned over more than two decades in this industry, it's that hockey collectors are unique. They're an island unto themselves and they expect to be treated in a way that recognizes and celebrates that quality. Dominion is built specifically for hockey collectors, by hockey collectors. The name itself says as much. Everyone's heard of the Stanley Cup, but only true hockey fans know its original name is the Dominion Challenge Cup. We wanted to honour that legacy with Dominion Hockey.*

### ***What's in Dominion that will help it earn a spot in a crowded high-end market?***

*We know what collectors want, and we packed it into Dominion. You like hard-signed autographs? Every signature in Dominion is on-card. You like ultra short-printed patch RCs? In the past, you've had to settle for a handful. Dominion brings 20 hard-signed/patch RCs limited to just 99 copies. You expect oversized premium swatches? We deliver them with the Peerless Patches booklet cards, the Rookie Showcase inserts and the Mammoth Memorabilia cards—those swatches are so big we could barely fit a photo into the design! We also have some sweet new concepts like Engravatures (featuring a piece of silver engraved like the Cup itself), Tape To Tape Autographs, Ring of Honour Memorabilia (with prime swatches and images of actual Stanley Cup rings) and many more. This product should be a blast to bust!*

### ***What else can you tell us?***

*The hobby is built on supply and demand. After previewing these images at major hobby events, we know the demand will be there. But we can also tell you this: the supply will be very limited. Dominion isn't a product for the masses. This is for the high-end hobbyists, the whales. Even they'll have to fight among themselves for it with these quantities. Should make for a dynamic secondary market for Dominion.*