

Garbage Pail Kids (GPK) Brand Overview

Garbage Pail Kids

- A uniquely hilarious group of kids who are as endearing as they are gross. With original hand-painted art, an endless universe of new characters, and a heavy dose of wit, Garbage Pail Kids have been delivering laughs since 1985!

Why We Love GPK

- Kids love the fascinating gross-out humor that's unlike anything else they've seen.
- Adults love the nostalgia of an icon from their youth, and keep coming back for more of the layered humor that ranges from puns to visual gags to parodies.



Unleash the Power of GPK Superheroes with GPK 2014 Series 2

GPK 2014 Series 2 Superheroes Theme

- Between Avengers, S.H.I.E.L.D., Batman, and more; Superheroes are more popular than ever. Now, GPK is getting in on the action with its own hilarious cast of parody heroes and villains!
- See GPK's unique group of heroes and villains show off their special powers and wage epic battles between good and evil. Will *Spider Manny* and his super snot webs prevail over *Venomous Vince*?



Base Card



Trey Cycle Battle Insert Card



Comic Book Cards

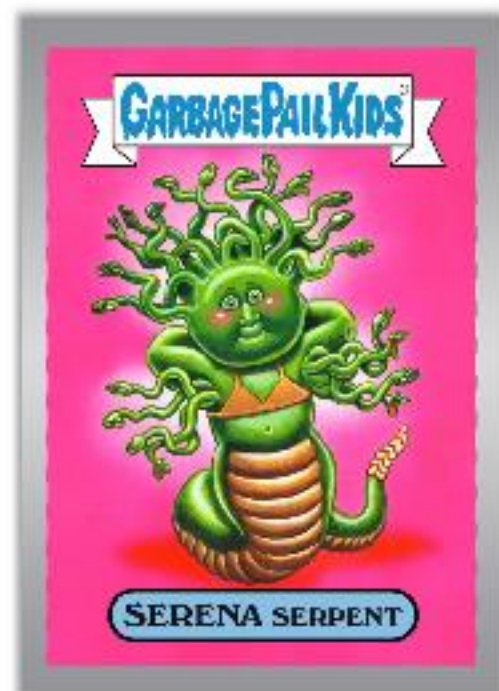


GPK 2014 Series 2 Product Overview



GPK 2014 Series 2

- **152 Cards to Collect!**
 - (132) Brand new characters – 66 A/B names
 - (10) Superhero Battles
 - (10) Full Card Comics
- **Parallels Provide Chase for Collectors**
 - Black Parallel (1:2)
 - Silver Parallel (1:24) – **HOBBY EXCLUSIVE**
 - Gold Parallel (85 per subject)
- **Bonus Cards and Short Prints**
 - (8) Bonus Cards – **HOBBY EXCLUSIVE**
 - (11) Superhero C-names (1:100)
- **Exciting Rare Hits Add Value**
 - Die Cut Sketch Cards
 - Artist Autographs
 - Printing Plates



GPK Hobby Collector Pack is Packed Full of Exclusive Content!



GPK 2014 Series 2

Hobby Collector Pack – 152 Cards to Collect

- **3 Guarantees Per Pack**
 - 1 Black Parallel
 - 1 Metallic Red Parallel
 - 1 Canvas Parallel
- **4 Guarantees Per Box**
 - 1 Hobby Bonus Sticker (8 subjects)
 - 1 Character Back Parallel
 - 1 Sepia Parallel
 - 1 Patch Relic OR Die Cut Sketch OR Autograph OR Printing Plate
- **1 Guarantee Per Case**
 - 1 Rare Art Variant (5 subjects)



Superhero Themed Inserts Add a Fresh, New Angle to Classic GPK Humor

Superhero Battles (1:3): GPK superheroes battle super villains in these epic cards featuring A/B backs with Stats & Bios or Wanted Posters

Full Card Comic (1:6): Comic book parodies featuring the GPK superheroes with comic backs

Superhero Battles



Full Card Comic





Product Content: HOBBY CHANNEL

- **First Ship:** 10/24/14
- **In Store:** 10/29/14

Product Mix

SKU	SRP
Standard Hobby Pack (10 Cards)	\$2.50
Standard Hobby Box (24 Packs)	\$60.00
Hobby Collector Pack (6 Cards)	\$5.00
Hobby Collector Box (24 Packs)	\$120.00

Hobby Box Parallels

Parallel	Insert Rate / QTY
Black	1:2
Silver	1:24
Gold	85 per subject

Hobby Box Inserts

Insert	Insert Rate
Superhero Battles	1:3
Full Card Comics	1:4



Hobby Box Hits

Insert	Insert Rate/ QTY
Artist Autos	3,300 total
Printing Plates	644 total
Die Cut Sketch Cards	500 total
Hobby Bonus (8 subjects)	1:24

Hobby Only!

Hobby Only!

Exclusive

Hobby Collector Pack Exclusive Content Inserts & Parallels	
Hit	Insert Rate / QTY
Metallic Red	1:1
Canvas Texture	1:1
Blank Back	1:24
Sepia	1:48
Patch Relics (10 subjects)	1:48
Die Cut Sketch Cards	500 total
Art Variants (5 subjects)	1 per Case

