RETAIL



ALLURE

2020-21 HOCKEY







ALLURE.







BASE SETWhite Diamond Parallel (Retail Exclusive!)



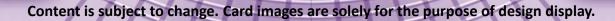
BASE SETRed Rainbow Rookie Jersey Parallel

Allure[™] sports a 150-card **Base Set** featuring 70 Veterans, 30 Rookies and 50 SP Rookies - the latter falling 1 in every 3 packs, on average!

Keep an eye out for the rare **Red Rainbow Jersey** and super rare **Red Rainbow Auto** parallels, as well as a notable selection of <u>exclusive parallels</u>, which are listed on the next page.









ALLURE



ICED OUT

Regular

The **Iced Out** insert set returns with a checklist featuring a mix of active stars and rookies.



GRAND ENTRANCE

An <u>all-new insert</u> dedicated to the league's top rookie prospects!

OVERVIEW

Allure™, now in its second season following a very successful 2019-20 debut, sports a 150-card **Base**Set featuring 70 Veterans, 30 Rookies and 50 SP

Rookies. With several parallels ranging from simply color and pattern variations to color and pattern variations with autographs or memorabilia,

Allure™ will appeal to a wide variety of collectors.

New Insert Sets

A complete list of the insert sets debuting in 2020-21:

City Celly
Diagnostics
Grand Entrance

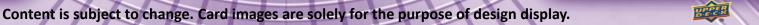
Exclusive Cards

A complete list of this year's exclusive cards:

Base Set - White Diamond Parallel (Retail)
Base Set - Yellow Taxi Parallel (Blasters)
SP's 101-150 - Orange Slice Parallel (Hanger Packs)













SP'S 101-150 Red Rainbow Auto Parallel

The final 50 cards of the Base Set are all SP Rookie cards! Grab 1 in every 3 packs, on average. Also keep an eye out for the Red Rainbow & Red Rainbow Auto parallels, available across all retail SKUs, as well as the Hanger Pack-exclusive Orange Slice parallel.

CONFIGURATIONS

RETAIL

6 Cards per Pack 20 Packs per Box 12 Boxes Per Case

BLASTERS

6 Cards per Pack5 Packs per Box20 Boxes Per Case

HANGER PACKS

6 Cards per Pack 2 Packs per Hanger Pack 72 Hanger Packs Per Case





