



RETAIL

2023-24 HOCKEY SERIES ONE



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UPPER DECK'S FLAGSHIP SERIES HAS BEEN REFRESHED!

We've made two exciting changes to the Upper Deck Series to deliver an even more compelling collecting experience!

- 1 Improved insert-to-base card ratio in each pack. Each pack now contains three (3) inserts, on average.
- 2 Addition of a stunning base set parallel, which also means more Young Guns® cards to chase!



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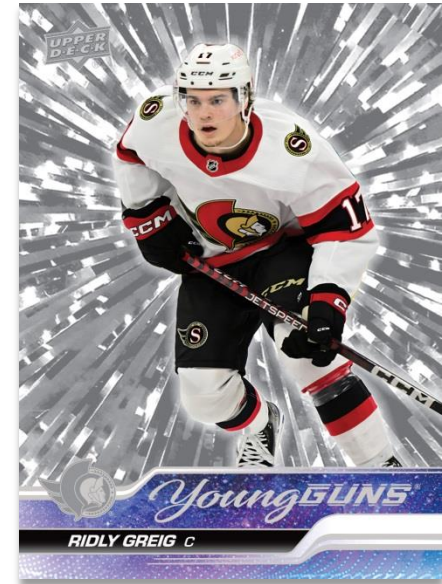
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BASE SET
Outburst Silver Parallel



YOUNG GUNS®
Regular



YOUNG GUNS®
Outburst Silver Parallel

Series 1 sports the first 250 cards of the 2023-24 Upper Deck base set. The set includes 198 veteran cards, 49 **Young Guns®** cards (the most anticipated rookie cards of the season!) and three checklist cards. And as noted previously, we've added a stunning base set parallel - Outburst Silver! The new parallel is printed on Wavefront Zoom 2 stock.

Annually, the Upper Deck base set is the most widely-collected base set in hockey.



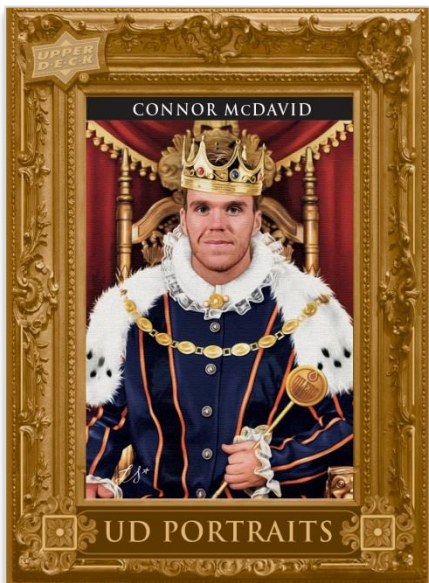
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UD PORTRAITS

Regular

Fans and collectors alike will be blown away by the **UD Portraits** cards! The latest version of this classic insert portrays star veterans and rookies like you've never seen them before! No two portraits are the same.

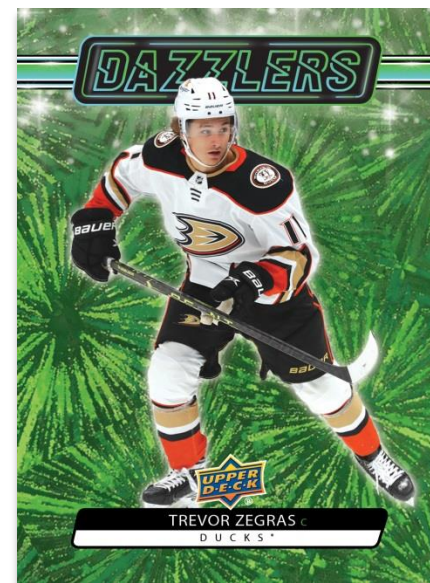


HONOR ROLL®

Regular

The popular **Honor Roll®** and **Dazzlers** inserts are back! Both are intra-series sets and their Series 1 checklists are comprised of only star veterans (collect rookies in Series 2!).

There are six different versions of the Dazzlers cards: Blue, Pink, Green, Red, Orange and the **all-new** Black - each seeded into select retail products.



DAZZLERS

Green



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200' x 85'
Regular



SPECIAL EDITION
Regular



STAR SURGE
Regular

New Insert Sets! The latest edition of Series 1 sports an impressive lineup of new insert sets sure to please everyone, from the casual fan to the avid collector. Here is a summary of some of the new inserts:

200' x 85': Each card in this set features a player (star veteran/top rookie) on a hockey rink backdrop - the player and the rink treated with Lite FX.

Special Edition: Each card displays a current star veteran or top rookie on an elegant design.

Star Surge: This set showcases rising stars.

Star Zone: This set is comprised of many of the veteran stars in the game today.

Teacher's Pet: Each card in this fun set sports a player "report card" and highlights the skill for which each player in the checklist is best known. Keep an eye out for rare Gold parallels!



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OPC GLOSSY

Regular

Formerly a rookie-only Tin exclusive, we're now adding these popular & attractive cards to most of the retail products. We've also expanded the checklist to include some star veterans.

Collect both the regular set and the Gold parallel!

CONFIGURATIONS

MASS BLASTER

12 Cards per Pack
4 Packs per Box

GRAVITY FEED

12 Cards per Pack

MASS HANGER BOX

24 Cards per Pack

ADDITIONAL HIGHLIGHTS

UD Canvas®, a longtime favorite among collectors, returns featuring a collection of the top stars in the game today along with the best of the **Young Guns**®. Series 1 contains the first 120 cards of this intra-series set.



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