

## Launch Calendar for April-June



### SPORTS CARDS

#### April

- NBA UD Premier (Limited to just 499 cases)
- NHL SP Authentic
- MLB Spectrum
- NBA SP Rookie Threads (Limited to just 599 cases)
- NFL Draft Edition
- NHL Ultimate Collection

#### May

- NBA Ultimate Collection
- NHL Sweet Shot
- MLB SPx
- NHL O-Pee-Chee Premier
- USA Baseball Box Set

#### June

- MLB SP Legendary Cuts
- MLB Upper Deck Series Two
- NBA Chronology
- MLB Piece of History
- NBA Exquisite

### ENTERTAINMENT

#### April

- World of Warcraft TCG Servants of the Betrayer
- Yu-Gi-Oh! TCG The Dark Emperor Structure Deck
- Marvel Ultimate Battles

#### May

- Yu-Gi-Oh! TCG Light of Destruction

#### June

- Marvel Masterpieces 2
- Yu-Gi-Oh! TCG Light of Destruction SE Marvel Universe

### AUTHENTICATED & COLLECTIBLES

#### April

- MLB Prospect Baseballs – Lars Anderson, Josh Reddick, Jordan Schafer, Austin Jackson, Tyler Colvin, Brandon Wood and many more!
- Adam Jones Signed Baseball
- Matt Kemp Autographed Memorabilia, including jerseys, bats, helmets and more
- James Loney Autographed Memorabilia, including jerseys, bats, helmets and more
- Russell Martin Autographed Memorabilia, including jerseys, bats, helmets and more
- Adrian Peterson Signed Memorabilia
- LeBron James Signed/Engraved All-Star Game Basketball
- Kobe Bryant Signed All-Star Game Jersey

#### May

- Tiger Woods Autographed 2008 Nike Air Tour 8.5 Shoes
- Tiger Woods Tournament Worn Memorabilia – assorted hats, gloves and polos.
- Steven Pearce Autographed Baseball
- Kobe Bryant Youngest to 20K Points Engraved Basketball
- LeBron James Youngest to 10K Points Engraved Basketball
- Superbowl XLII Champion Peterbilt TT
- All-Star Vinyl NHL Sidney Crosby
- All-Star Vinyl NBA LeBron James
- All-Star Vinyl NBA Kevin Durant
- All-Star Vinyl MLB Derek Jeter

#### June

- Tiger Woods Autographed 2008 Masters Polo Display (\*if win)
- Tiger Woods Autographed 2008 Masters Pin Flag with Photos (\*if win)
- Andy LaRoche Autographed baseball
- All-Star Vinyl MLB Albert Pujols

# Diamond Dealer

April, 2008  
newsletter



## Message from Upper Deck Director of Mass Market Entertainment



Dear Fellow Diamond Dealers,

We have barely finished the first quarter, and with the launch of such products as the Yu-Gi-Oh! TRADING CARD GAME Gold Series and the spectacular announcement of the World of Warcraft® Minis, it's already been an exciting year for Upper Deck Entertainment. As we look ahead to the rest of 2008, I want to take a moment to examine how UDE's total product line can not only expand and enhance your store's product selection, but also, and just as importantly, your store's bottom line.

Carrying a balanced portfolio of sports and entertainment products makes sense because it invites an expanded customer base into your store. Both types of products appeal mainly to young men, who most advertisers will tell you are a prime audience based on their disposable incomes. While there are collectors of both types of products, most consumers prefer either sports or entertainment cards. As a result, a store that only carries one type of product is missing out on an entire group of potential customers. The store that offers both sports and entertainment cards, however, is taking full advantage of the broad interests of this key demographic, and will therefore attract a larger overall clientele.

Upper Deck entertainment products, such as the Yu-Gi-Oh! and World of Warcraft® TCGs, are also great opportunities to create future customers. When a dad and his son stop in to rip open a few packs of baseball cards, Junior might not be all that interested in RBIs. However, he might be attracted to the eye-catching Yu-Gi-Oh! monsters or the heroes of the new Marvel Ultimate Battles TCG. Now you've got products that appeal to both father and son, and you've increased your sales.

The millions of people who are already playing TCGs are another source of customers that shouldn't be ignored. Yu-Gi-Oh! remains the most popular trading card game on the planet, especially among younger boys. The World of Warcraft® online game has amassed an audience of more than 10 million players that serve as a built-in customer base for the World of Warcraft® TCG. Since TCG players of all ages are always looking for the newest and hottest cards, if your store becomes their destination to purchase and perhaps even play the game, you can count on repeat sales. That's because, just like sports, one pack is never enough, and all of Upper Deck's TCG releases feature must-have chase cards.

There's one final element that our sports and entertainment products have in common – they're all Upper Deck products. We pride ourselves on being leaders in both sports and entertainment categories and, whether baseball, football, Yu-Gi-Oh, Marvel, or World of Warcraft®, you can count on the highest quality products from Upper Deck.

We've already announced a brand-new product line that will debut later this year – the World of Warcraft® Miniatures Game. This is just the first of several groundbreaking product lines we intend to debut in 2008, all of which are sure to get customers in your store asking for more!

If I've piqued your interest and you would like more information, please email me at [UDEVP@UpperDeck.com](mailto:UDEVP@UpperDeck.com) with any questions or comments. I look forward to hearing from you!

Sincerely,  
Stephanie Mascott



### Customer Service Contact Information:

To contact Dealer Support for your sports card account, call (888)752-9832 or e-mail [Dealer\\_Support@upperdecknv.com](mailto:Dealer_Support@upperdecknv.com).

For entertainment account questions, please call (800)873-7332 and select Option 4 or e-mail [entertainment@upperdeck.com](mailto:entertainment@upperdeck.com).

For service with Upper Deck Authenticated items, please e-mail [udadealers@upperdecknv.com](mailto:udadealers@upperdecknv.com) or call the account executives directly:

Michael Thompson (702) 633-0643  
Ben Koebler (702) 633-0644  
Adrian Ray (702) 633-0734

Contacting the inappropriate department could lead to unnecessary delays in resolving your issue.



## From Upper Deck Sports:

### MAKE AN EVENT OUT OF UD RELEASES & INCREASE SALES

Upper Deck has teamed up with Major League Baseball to offer shop owners the opportunity to run pre-release parties on 2008 Upper Deck Baseball releases. We are looking for shop in Baseball markets that are interested in hosting in-store events with their collectors. Shop owners are expected to promote the event with their customer base and use these events as an opportunity to bring in new collectors.



Diamond Dealers who are interested in participating in pre-release parties should e-mail [dealer\\_services@upperdeck.com](mailto:dealer_services@upperdeck.com). Please include information on what type of event you are planning on hosting. Upper Deck and Major League Baseball will provide prize support for your event. We are working to get tickets to games in most markets, so what are you waiting for, let us give you the tools you need to have a great event.

Shops who have participated in the past have shared the experience has helped create loyalty with their collectors and increase sales. With the internet becoming such a large tool for collectors to find products, hosting events is a great way to beat internet dealers by providing an experience they cannot.

### SEND COLLECTORS TO WWW.OWNTHELEGACY.COM

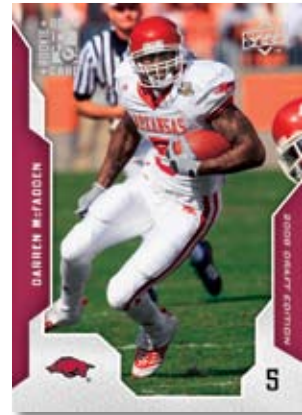
The Yankee Stadium Legacy program has been creating a lot of excitement in the hobby. Upper Deck's website supporting the program has several new features based on collector feedback. First there are message boards for collectors to get information about the set and to find other collectors to trade with. There's also a card gallery of many of the amazing buy-back cards that were inserted in the product. Additionally, there is now a Top Collectors area that allows fans to check their progress against other Yankee Stadium Legacy collectors.



Encourage your customers to visit the site and enter codes from the cards so they can have the chance to win tickets to the All-Star Game, the last game at Yankee Stadium and the first game at the new Yankee Stadium.

### HOST A DRAFT PARTY WITH UD NFL DRAFT EDITION

Some shops are looking to get NFL customers back in their stores by hosting a Draft Party around the 2008 NFL Draft. Upper Deck has the perfect product for your event with 2008 Upper Deck Draft Edition Football. The superior quality and content included in Draft Edition, in addition to the fact that this is the only Draft product available that is fully licensed, will propel all Draft Edition cards to much higher book value than the competition.



Take a look at how 2008 Upper Deck Draft Edition Football stands up against the rest:

	Upper Deck	Press Pass	SAGE
True RCs	Yes	No	No
# of Rookie Cards	150	100	50
# of Cards per Box	160	112	150
# of Autos per Box	5	4	5
Cards per pack	10	4	5
Dual Rookie			
Autograph Cards	5 (all #'d to 25 or less)	None	None
Cards w/ current NFL stars	100 of the top NFL Players	None	None

### UD SIGNS OF HISTORY: CALLING ALL PRESIDENTS

Autograph Presidential cut cards are some of the most popular and sought after trading cards in the market today. Upper Deck is proud to announce the most comprehensive set of autographed Presidential cut cards in our history. Every U.S. President will be included in the set. From George Washington to George W. Bush and every Commander in Chief in between, Upper Deck wants to give your customers the chance to own a piece of history.

The cards will be inserted in varying amounts in all 2008 Upper Deck Baseball product lines as part of an exchange program. "Our acquisitions team and authenticators have been working overtime in preparation for this project," said Jason Masherah, Upper Deck's baseball brand manager. "Everyone who has seen the hundreds of documents, letters and checks coming in has been in absolute awe as these cards will make extraordinary collectibles."



"Every person who pulls one of these cards will receive an autograph cut card of a U.S. president, but some lucky collectors will receive dual or quad 'Signs of History' cards with multiple Presidential autograph cuts or even cards that include autograph cuts of

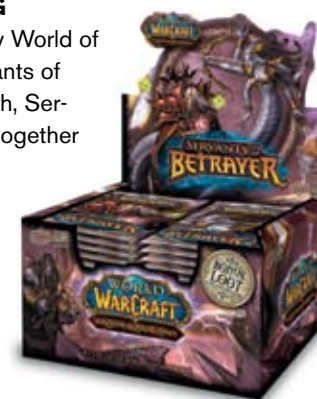
some First Ladies."

The first wave of dual and quad "Signs of History" autograph cut cards are truly spectacular. This set is highlighted by the first ever "Mt. Rushmore" 1-of-1 quad autograph cut card featuring signatures from each of the four U.S. presidents immortalized on the South Dakota monument.

## From Upper Deck Entertainment:

### WORLD OF WARCRAFT TCG

It's not too late to order the new World of Warcraft® TCG booster set, Servants of the Betrayer™! Shipping this month, Servants of the Betrayer™ features altogether fresh content, including sub-factions, new types of allies, and brand-new Loot Cards! World of Warcraft® fans will also love the new super-common Loot™ cards. Call your Upper Deck Representative today to make sure you don't miss out!



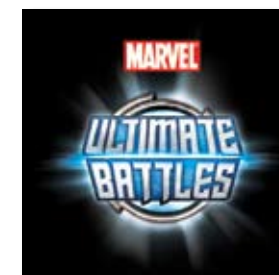
### YU-GI-OH! TCG

Out of the darkness comes Light of Destruction, shipping in May. This 100-card set introduces amazing LIGHT cards, allowing Duelists to banish their opponent's monsters from light-years away! Light of Destruction also includes the mysterious, long-in-demand "Arcana Force" cards from Season 2 of the Yu-Gi-Oh! GX animated TV series. These powerful cards and themes are sure to help Duelists and Yu-Gi-Oh! GX anime fans see the light! Light of Destruction also boasts 10 cards exclusive to Upper Deck and 10 cards previously only released in Japan, plus Ultra Rares, Super Rares, and Rares. It's never too early to place your order, so call your Upper Deck representative now!



### MARVEL ULTIMATE BATTLES

Don't miss out on all the Marvel hype this summer - make sure you have Marvel Ultimate Battles in stock! Starting in April, Upper Deck brings you a great way to capitalize on the summer movie madness, with a brand-new game featuring the most famous characters in the Marvel Universe.



With The Hulk and Iron Man featured on the packaging art, Marvel Ultimate Battles is sure to attract Marvel fans both young and old. The simple and fun game play and visually stunning cards will keep them coming back for more. Contact your Upper Deck representative today!

## From Upper Deck Authenticated:

### CELEBRATE ADRIAN PETERSON'S AMAZING ROOKIE SEASON WITH AUTHENTIC SIGNED MEMORABILIA FROM UPPER DECK!

During the 2007 NFL season Adrian Peterson shattered all Vikings rookie rushing records on his way to being named the NFL Offensive Rookie of the Year. Along the way he also set an NFL record for yards rushing in a game when he amassed 296 yards against the San Diego Chargers on November 4th. To top off his season, Peterson was named MVP of the NFL Pro Bowl. Upper Deck is excited to offer a variety of signed memorabilia to commemorate these amazing accomplishments! These items are limited so contact your sales representative for a complete list of products and to preorder today.

### GIANTS KEEP ON TRUCKING AFTER SUPER BOWL WIN

Celebrate the Giants' wild underdog Super Bowl win with this unique limited-edition item from Upper Deck. This special 1:80 scale commemorative Super Bowl XLII Champions Peterbilt tractor-trailer features the logos and colors of the History-making New York Giants and honors one of the biggest shockers in the history of the NFL. Retailing for just \$14.99, this product is scheduled to start shipping in May. Pre-order yours now!



### UPPER DECK AUTHENTICATED RELEASES MULTIPLE NEW TIGER WOODS AUTOGRAPHED PRODUCTS COMMEMORATING GOLFER'S STELLAR YEAR.

Tiger Woods has blown the doors off the golf world to start 2008, driving demand for Upper Deck Authenticated autographed product to unparalleled heights. UDA has risen to the challenge by offering a wide range of new autographed products to celebrate Tiger's successes. All levels of collectors will be satisfied. The new Tiger Woods signed C-Card with range-driven ball makes for a great Father's day gift and is the first UDA autographed Tiger Woods release under \$500. The high-end collector can expect quality craftsmanship and museum-quality presentation from the new limited edition Tiger Woods 2007 PGA Championship Shoe Display. UDA will continue to honor Tiger's accomplishments with limited edition pin flag and polo shirt releases for each of his major victories in 2008.