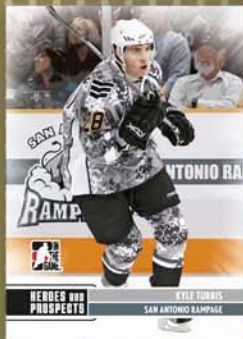
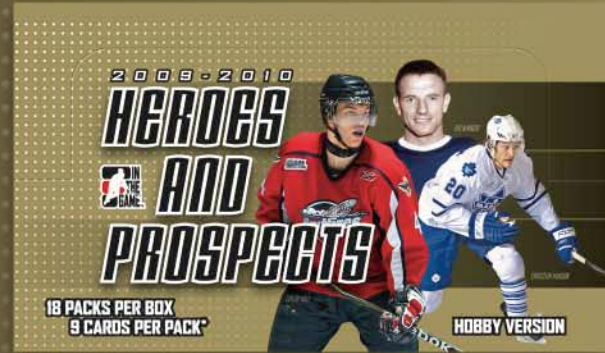




2009-2010 HEROES AND PROSPECTS

*Today's Hottest Young Stars
and Hockey's Greatest Legends Come Together Once More!*

Each box of 2009-10 Heroes and Prospects contains 18 packs with 9 cards per pack! This year's Heroes and Prospects features a 150 Base card set, Game-Used Memorabilia cards & Authentic Autograph cards inserted 1:8 packs. There are also 5 different Non-Memorabilia Insert sets inserted 1:8 packs. The He Shoots-He Scores Redemption program is back! Collectors can redeem 200 points for limited Game-Used Memorabilia cards only available for this program.

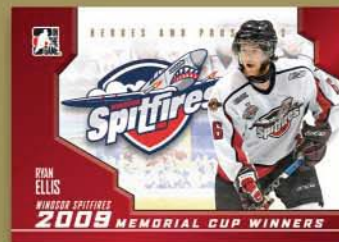
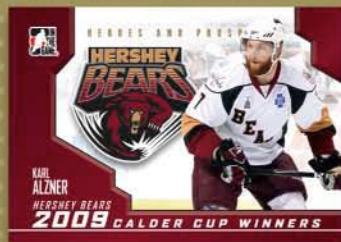


BASE CARDS

A 150 Base card set with many of the best from the Canadian Hockey League and the American Hockey League. Featuring subsets such as Heroes, International Prospects, AHL Grads and exciting new CHL Rookies & AHL Rookies!

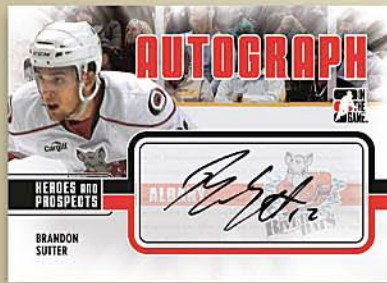
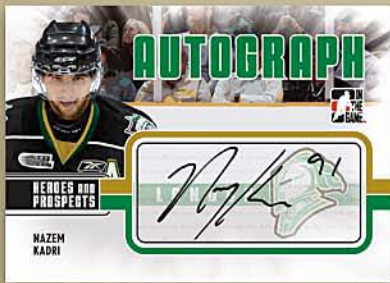
NON-MEMORABILIA INSERTS (1:8 PACKS)

There are 5 different Non-Memorabilia insert sets to collect including the ever popular Calder Cup Winners and Memorial Cup Winners. New to this year's product line-up are Enforcers, AHL All-Star Legends and Class of 2010 which includes a redemption element.



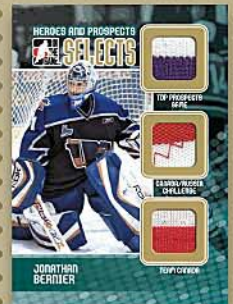
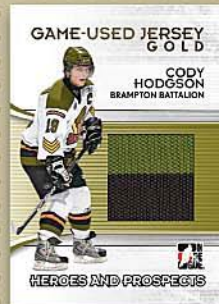
AUTHENTIC AUTOGRAPH CARDS (1:8 PACKS)

Over 125 Autograph cards from the hottest stars of the CHL and AHL are included along with Heroes, International Prospects and AHL Grads.



GAME-USED MEMORABILIA CARDS (1:8 PACKS)

This year's collection of Game-Used Jersey, Game-Used Emblem and Game-Used Number cards will come in Black, Silver and Gold plus there will be Limited Autograph versions. Also Look for the Subway® Super Series and Top Prospects Game inserts which will also be in Black, Silver and Gold with Limited Autograph versions and Top Prospects will feature JUMBO pieces. Other insert sets included in 2009-10 Heroes and Prospects are AHL Grads, Prospect Combos, Hero and Prospect, Heroes Memorabilia, Gloves are Off, Complete Jersey, Complete Logo and the Made To Order program.



Look for it JANUARY 2010

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