

PANINI AMERICA, INC.



LAMAR JACKSON

2020 **DONRUSS** FOOTBALL

NFL TRADING CARDS • EXCELL

PANINI

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BASE PRESS PROOF SILVER

Find a 400-card base checklist, featuring the top stars in the NFL. Look for short-printed color parallels and photo variations.



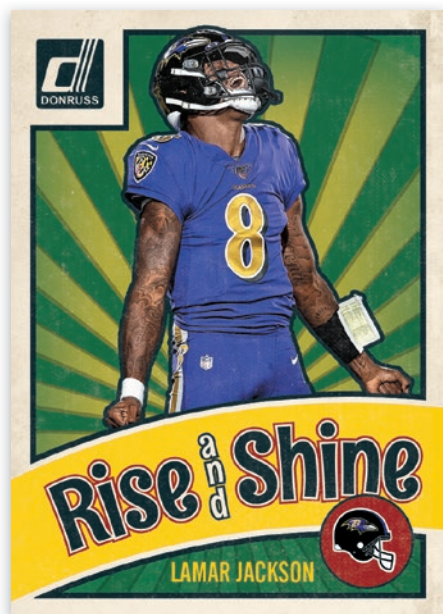
GRAVITY FEED RATED ROOKIES AUTOGRAPHS PURPLE

Look for the iconic Rated Rookies cards for all the top rookies entering their first season in the NFL. Exclusive for retail look for Rated Rookies Autographs with each SKU getting its own exclusive color parallel.



EXCELL RED HOT ROOKIES AUTOGRAPHS

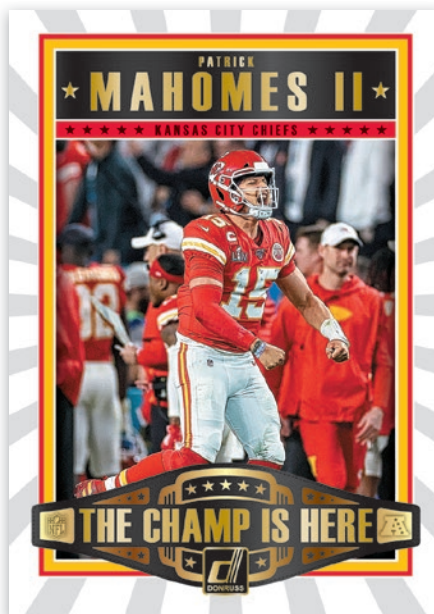
Exclusively for Excell, Red Hot Rookies features the hottest new rookies from the 2020 draft class, with a SP Autograph parallel.



BLASTER

RISE 'N' SHINE MAGNET

A brand new insert exclusive to Blaster, Rise 'n' Shine utilizes magnets to create a unique and original new card for collectors.



THE CHAMP IS HERE

This insert commemorates the Super Bowl LIV Champion Kansas City Chiefs victory, highlighting the key players from the biggest game of the 2019 season.



RETAIL

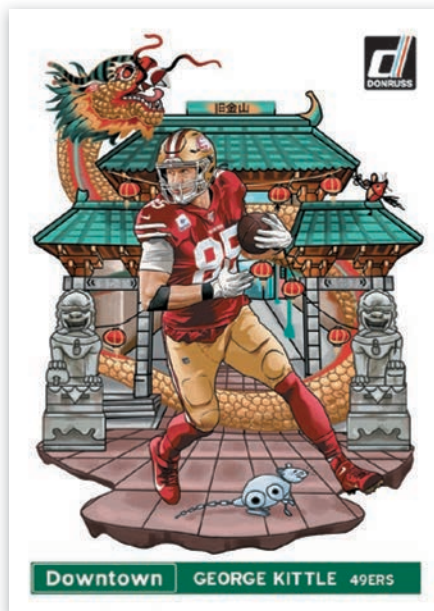
RETRO 1990 AUTOGRAPHS

A throwback to the year 1990, Retro 1990 brings back the look and style of Donruss 1990, you can only find this nostalgic set in retail.



RETAIL

DONRUSS THREADS PRIME



DOWNTOWN!



RETAIL

ROOKIE PHENOM JERSEYS PRIME

Retail exclusive, Donruss Threads is a classic memorabilia card featuring some of the best veterans in the NFL.

New to Blasters in 2020, Hunt for the ultra-popular SP Downtown! Insert.

Exclusive to Retail, Rookie Phenom Jerseys features the top rookies from the 2020 class, in a timeless design.

CONFIGURATIONS

DOUBLE GRAVITY FEED	8 CARDS/PACK	96 PACKS/BOX	6 BOXES/CASE	
	BOX GUARANTEES 2 AUTOGRAPHS 4 MEMORABILIA 96 ROOKIES/RATED ROOKIES			
BLASTER	8 CARDS/PACK	11 PACKS/BOX	20 BOXES/CASE	
	BOX GUARANTEES 1 EXCLUSIVE MEMORABILIA CARD OR RISE 'N' SHINE MAGNET 11 ROOKIES/RATED ROOKIES			
HANGER BOX	50 CARDS/PACK	1 PACKS/BOX	36 BOXES/CASE	
	BOX GUARANTEES 10 INSERTS 4 ROOKIES/RATED ROOKIES 3 EXCLUSIVE GREEN PARALLELS			
FAT PACK	30 CARDS/PACK	12 PACKS/BOX	20 BOXES/CASE	
	BOX GUARANTEES 4 EXCLUSIVE BLUE PARALLELS 3 ROOKIES/RATED ROOKIES 1 INSERT			
BOX BUY	8 CARDS/PACK	7 PACKS/BOX	20 BOXES/CASE	
	BOX GUARANTEES 1 AUTOGRAPH AND 1 MEMORABILIA 7 EXCLUSIVE OPTIC ROOKIE PREVIEW PINKS			

SELLING POINTS

- One of the most anticipated releases of the year, 2020 Donruss Football comes loaded with something for all collectors.
- Hunt for your favorite players in the NFL with the deep 400-card set including 250 base cards, 50 photo variations, 50 Rookies, and 50 Rated Rookies.
- Addition of Rise 'N' Shine Schedule Magnets only found in Blaster boxes.
- New to retail, look for the ultra-popular short-printed Downtown! insert.
- Exclusive to retail, look for Rated Rookies Autographs with each retail sku getting its own exclusive color parallel.

PARALLEL APPENDIX

BASE

Base
Base Season Stat Line Max #/500
Base Press Proof Silver Die-Cut #’d/75
Base Press Proof Gold #’d/50
Base Press Proof Red

RATED ROOKIES AUTOGRAPHS

Rated Rookies Autographs Orange - Blaster Exclusive
Rated Rookies Autographs Blue - Fat Pack Exclusive
Rated Rookies Autographs Green - Hanger Exclusive
Rated Rookies Autographs Purple - Double Gavity Feed Exclusive

RED HOT ROOKIES

Red Hot Rookies

THE CHAMP IS HERE

The Champ is Here

RETRO 1990

Retro 1990

DONRUSS THREADS

Donruss Threads
Donruss Threads Prime Max #/25
Donruss Threads Tag Brand Logo One-of-One
Donruss Threads Laundry Tag Brand Logo One-of-One
Donruss Threads Laundry Tag NFL Shield One-of-One
Donruss Threads Laundry Tag NFL Player’s Logo One-of-One
Donruss Threads Blue - Gravity Box Exclusive

ROOKIE PHENOM JERSEYS

Rookie Phenom Jerseys
Rookie Phenom Jerseys Prime
Rookie Phenom Jerseys Laundry Tag Brand Logo
Rookie Phenom Jerseys Laundry Tag NFL Shield
Rookie Phenom Jerseys Laundry Tag NFL Player’s Logo
Rookie Phenom Jersey Blue - Gravity Feed Exclusive