



NBA Starting 5 Trading Card Pack Offer Terms & Conditions.

This Offer runs between 2/1/11 and 3/1/11 ("Offer Period"). Open to legal residents of the 50 US and DC, 8 years of age or older as of 3/1/11. Eligible minors must obtain parental consent to participate. Offer is void where prohibited. Gifts earned by eligible minors may, at Sponsor's discretion, be provided to the parent or legal guardian. To participate: 1) Visit a participating Hobby Shop; 2) Each Hobby Shop will post (10) NBA players. (5) NBA players between 2/1/11-2/14/11 and (5) NBA players between 2/15/11-3/1/11; 3) During each respective weeks of the Offer Period, consumers will be asked to collect the five posted players' trading cards. Consumers **must** purchase and open up Panini 2010-11 NBA trading card pack(s) in-store; and 4) Submit to a Hobby Shop representative to receive the offer. Consumers who collect the applicable week's five (5) posted players' trading cards and submit as directed will receive (1) Panini Custom NBA trading card pack (ARV=\$3). ARV of trading card subject to fluctuation based on the featured NBA player(s) and current market value at time of Gift award.

Visit www.nba.com/starting5promotion for a list of participating Hobby Shops.

Gift(s) will be provided at each participating Hobby Shop, while supplies last.

Limit (2) Gifts per person/group/organization. No substitutions/transfers permitted. Gift may not be redeemed for cash. Sponsor not responsible errors or problems of any kind arising in connection with this Offer, whether human, printing, typographical or otherwise. By participating, consumers agree to be bound by these Terms & Conditions and the decisions of each Hobby Shop representative, which are final and binding.