

# Collector's Corner

## Sports Fans Take Stock Of A New Kind Of IPO



### **A new series of sports trading cards can be traded online like stocks.**

(NAPSA)—A different kind of IPO is finding favor with sports fans, while creating a new kind of market for card collectors.

The term IPO usually refers to an Initial Public Offering—the process by which a company issues stock for the first time.

The new kind of IPO refers to an Initial Player Offering—the debut of trading cards of professional athletes that can be traded via a Web site.

Unlike other cards that are sold in packs, the cards called etopps are sold individually. Every card is guaranteed to be in mint condition and includes a hand-inserted metal medallion, tamper-resistant security sticker, the highest quality photography and construction and metallic highlights.

Five to 10 cards are offered exclusively online each week by the Topps Company on the etopps Web site which is affiliated with the eBay electronic auction site.

This relationship will create some added interest for collectors who want to trade—buy or sell cards—on the etopps Web site.

Once purchased, owners may elect to have their cards remain in the custody of Topps and view and

track their cards in a personal online portfolio. If traded, Topps will transfer ownership from seller to buyer once the transaction is complete. Buyers can also opt to have their cards delivered in uncirculated mint condition.

Cards will be offered during a limited period of time and in limited quantities—between 3,000 and 12,000 copies each. Once the IPO is closed the cards will never be offered again. The price for each card will be between \$3.50 and \$9.50.

“etopps is a place where sports fans can invest in their favorite players and pit their knowledge against other sports fans,” said Steven Katz, Managing Director of etopps Internet Operations.

The first groups of cards featured baseball players such as Barry Bonds and Cal Ripken, and football players such as Kurt Warner and Donovan McNabb. Additional offerings will feature basketball and hockey players.

The Topps Company, founded in 1938 as Topps Chewing Gum, is an International marketer of entertainment products.

To learn more, visit the Web site at [www.etopps.com](http://www.etopps.com).