

## Press Pass 2010 National Promo Plans

Press Pass Inc., the premier manufacturer of NASCAR racing collectibles has announced the company's plans for the 2010 National Sports Collectors Convention, scheduled for August 4-8, 2010 at the Baltimore Convention Center.

Press Pass will provide a great 6-card National-exclusive VIP Set. The set includes Jeff Gordon, Jimmie Johnson, Kevin Harvick, Dale Earnhardt Jr., Tony Stewart and Danica Patrick. VIPs will receive a wrapped 5 card pack and will receive the 6<sup>th</sup> card at the Press Pass Booth #2227 in the Corporate Pavilion.



In addition, Press Pass will run a wrapper redemption program. Open one NASCAR hobby box at the Press Pass Corporate Booth (all 2010 products are eligible) and get:

- One free autograph or dual memorabilia card (blind wrapped)
- One code/entry into **"Crack the Code"** safe. "Crack the Code" prizes are 1 per day. Come back and enter your code in the safe at 7:00 PM Wednesday, 3:00 PM Thursday-Saturday, and 1:00PM on Sunday to see if you have won!
  - Wednesday: Michael Waltrip Race-Used Gloves and Autographed Driver-Worn Hat
  - Thursday: Dale Earnhardt Jr complete set of eight race-used spark plugs
  - Friday: Dale Earnhardt Sr 2001 Optima Race-Used Lugnut Card (Driver Version)
  - Saturday: Greg Biffle Firesuit
  - Sunday: Juan Pablo Montoya autographed visor
- One ticket to pack wars. Pack wars occur daily! Press Pass will provide you with 3 packs to battle with and great prizes, including an exclusive National 1 of 1 card each session!

Pack War Schedule:

Wednesday: 6:00PM

Thursday – Friday: 1:00PM, 4:00PM

Saturday: 12:00PM, 2:00PM, 4:00PM