



HOBBY

2023-24 HOCKEY SERIES ONE



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UPPER DECK'S FLAGSHIP SERIES HAS BEEN REFRESHED!

We've made notable changes to the Upper Deck Series to deliver an even more compelling collecting experience!

For the first time in more than 20 years, we've changed the configuration (cards per pack/packs per box). We've also increased the number of inserts per pack and have expanded the **base set** parallel lineup. And while the configuration has changed, we've maintained the **Young Guns**® card count (6 per box, on average). In summary:

- 1 Three (3) inserts per pack, on average (formerly 1 per pack, on average)
- 2 Four (4) new base set parallels, three (3) of which are serial-#’d
- 3 No change to the number of Young Guns® cards per box (6, on average)



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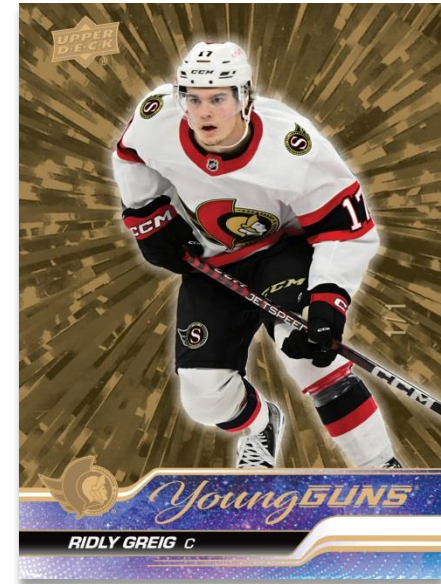
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BASE SET
Outburst Silver Parallel



YOUNG GUNS®
Regular



YOUNG GUNS®
Outburst Gold Parallel

Series 1 sports the first 250 cards of the 2023-24 Upper Deck base set. Annually, the Upper Deck base set is the most widely-collected base set in hockey. The set includes 198 veteran cards, 49 **Young Guns®** cards (the most anticipated rookie cards of the season!) and three checklist cards. As noted above, we've expanded the parallel lineup. Here are the new parallels:

[Outburst Silver](#) | [Deluxe \(#'d\)](#) | [Outburst Red \(low-#'d\)](#) | [Outburst Gold \(#'d 1-of-1\)](#)

The returning & ever-popular [Exclusives](#) (#'d), [High Gloss](#) (low-#'d) and [Clear Cut](#) (**Hobby-exclusive**) parallels round out the impressive lineup that gives collectors a great deal of desirable cards to chase. Are you ready to hunt for 1-of-1 Young Guns® cards?!



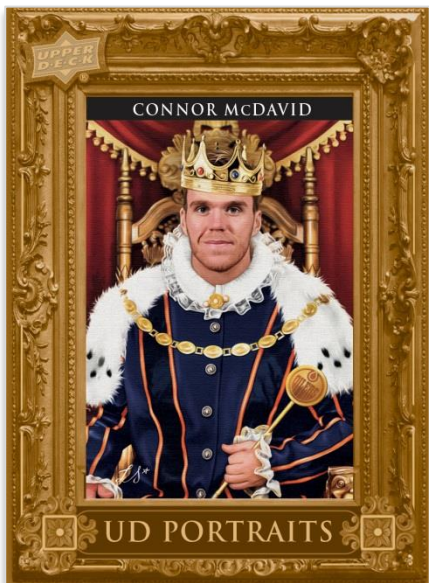
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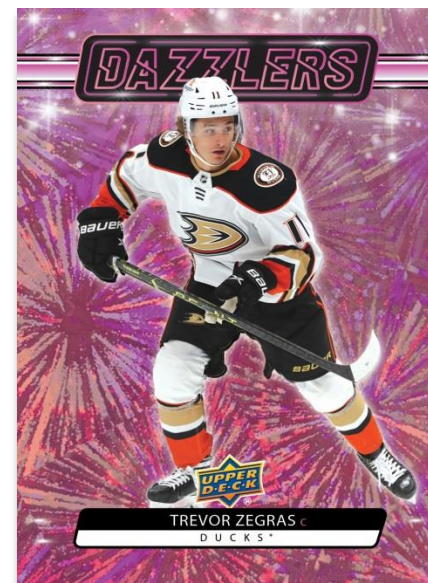
UD PORTRAITS

Regular



HONOR ROLL®

Gold Parallel



DAZZLERS

Pink

Fans and collectors alike will be blown away by the **UD Portraits** cards! The latest version of this classic insert portrays star veterans and rookies like you've never seen them before! No two portraits are the same.

Collect at least one (1) UD Portraits card per box, on average, and keep an eye out for low-#d Silver Frame and Red Frame parallels, as well as printing plates.

The popular **Honor Roll®** and **Dazzlers** inserts are back! Both are intra-series sets and their Series 1 checklists are comprised of only star veterans (collect rookies in Series 2!).

Look for Silver (#d) and Gold (low-#d) parallels of the Honor Roll® cards, as well as printing plates, and both Blue and Pink versions of the Dazzlers insert!

Each box will contain, on average, one (1) Blue Dazzlers card.



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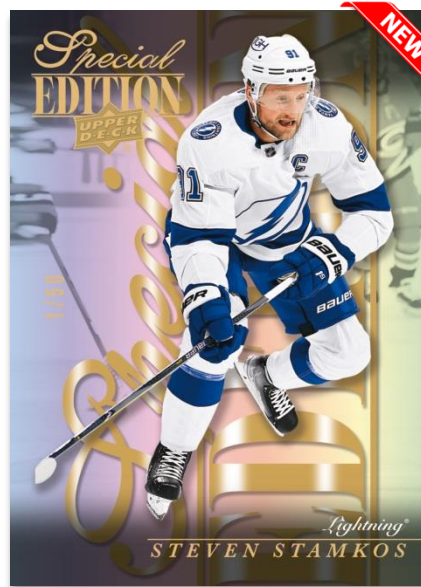


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200' x 85'
Black Parallel



SPECIAL EDITION
Gold Parallel



STAR SURGE
Red Die-Cut Parallel

New Insert Sets! The latest edition of Series 1 sports an impressive lineup of new insert sets sure to please everyone, from the casual fan to the avid collector. Here is a summary of some of the new inserts:

200' x 85': Each card in this set features a player (star veteran/top rookie) on a hockey rink backdrop - the player and the rink treated with Lite FX. Collect two (2) per box, on average, and look for Gold, Red (low-#d) & Black (low-#d) parallels!

Special Edition: Each card displays a current star veteran or top rookie on an elegant design. In addition to the regular cards, look for rare Red & Gold (low-#d) parallels.

Star Surge: This set showcases rising stars. In addition to the regular cards, there are rare Red Die-Cut and Gold Die-Cut (low-#d) parallels to collect.

Star Zone: This set is comprised of many of the veteran stars in the game today. Keep an eye out for Red and Gold (low-#d) parallels.



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POPULATION COUNT

1

The **Population Count** insert returns after a successful 2022-23 debut, but with a twist. This season, each card will be printed on acetate stock! There are seven different print runs (1000, 500, 100, 50, 25, 10 and 1) of this unique 30-card set mimicking slabbed cards and featuring top-tier stars and rookies.

Everyone will be chasing the low-print run versions!

CONFIGURATION

12 Cards per Pack
12 Packs per Box
12 Boxes per Case

BOX BREAK (on average)

- 8 Debut Dates, Rookie Retrospective, Stat Box Fillers and/or Teacher's Pet Cards
- 6 Young Guns® Cards
- 6 Honor Roll® and/or UD Portraits Cards
- 6 Special Edition, Star Surge and/or Star Zone Cards
- 4 UD Canvas® and/or UD Canvas® Young Guns Cards
- 2 200' x 85' Cards
- 1 Base Set - Outburst Silver Parallel (Vet or Young Gun)
- 1 Blue Dazzlers Card
- 1 Base Set - Clear Cut Parallel, UD Canvas® - Black & White Parallel or 200' x 85' - Gold Parallel Card
- 1 Wildcard (Includes all Rare Ratio'd and #'d Cards)

ADDITIONAL HIGHLIGHTS

UD Canvas®, a longtime favorite among collectors, returns featuring a collection of the top stars in the game today along with the best of the **Young Guns®**. Series 1 contains the first 120 cards of this intra-series set. Collect four (4) cards per box, on average, and keep an eye out **Hobby-exclusive** Black & White parallels as well as the printing plates from all 120 cards.

Chase Card Alert!

Look for super rare hard-signed & hand-numbered **UD Canvas® Signatures** cards.



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