

NEWS RELEASE

Fanatics Collectibles, MLB, MLB Players Inc. Unveil First-Ever Memorabilia Patch Created Specifically for Trading Cards

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Today, Fanatics Collectibles, the trading cards and collectibles division of Fanatics, and Topps, its cornerstone sports trading card brand, unveiled MLB Debut Patches, the first-ever memorabilia made in partnership with a professional sports league specifically for inclusion on trading cards. Created in partnership with Major League Baseball (MLB) and MLB Players Inc., the business arm of the Major League Baseball Players Association, all players making their MLB debut this season will have the Debut Patch worn on their jersey. After appearing in their first game, the patch will be authenticated under the auspices of the MLB Authentication Program and then placed directly onto their rookie card in a future Topps set.

"Debut Patches represent one of the first steps that Fanatics Collectibles is taking to bring the players and leagues closer to the products, and ultimately fans," said Mike Mahan, CEO, Fanatics Collectibles. "As a trusted partner of the league and players association, we are honored to partner closely with MLB and MLB Players Inc., to create this innovative, first-of-its kind program, and are committed to continue developing unique experiences for all fans and collectors."

When a rookie is called up to the Majors for the first time, the Debut Patch will be placed on their jersey. Following the game in which he sees action for the first time, the patch will be removed, secured and authenticated under the auspices of the MLB Authentication Program for inclusion in an upcoming Topps product.

"A Major League player's debut day is a cause for great celebration and the culmination of many years of hard work," said Commissioner of Baseball Robert D. Manfred, Jr. "Topps has been a great partner to Baseball for decades, and I think this particular initiative is crucial to the development of deeper fan engagement."

"For a Player there is no bigger moment than the first time they step onto a field for their Major League debut," MLBPA Executive Director Tony Clark said. "The Debut Patch is one way to capture the timeless nature of this moment and provide fans the opportunity to be part of it by collecting a Player worn item."

With MLB Debut Patches, fans will be able to collect and connect with the most important moments in players' careers. The first-ever MLB Debut Patches will make an appearance on baseball fields around the country on Opening Day, and throughout the entire MLB season as players make their debuts.