



Upper Deck and MLB Players Association to Celebrate 'National Packtime' Baseball Card Giveaway in March

Honoring the start of the 2010 baseball season, and our nation's National Pastime, Upper Deck will distribute FREE packs of baseball cards to fans around the country

Carlsbad, CA (October 15, 2009) –The Upper Deck Company, in conjunction with the Major League Baseball Players Association (MLBPA), is very excited to announce its partnership to launch the first-of-its-kind "National Packtime" sampling promotion on Saturday, March 6, 2010. The centerpiece of the promotion is a one-day event that will provide fans with free packs of baseball cards. Exclusive packs of "National Packtime" baseball cards will be distributed via Upper Deck's network of baseball card specialty shops.

"We're thrilled to be joining forces with the Players Association on such a massive and exciting promotion", said Richard McWilliam, CEO of Upper Deck. "During these difficult times, we want to remind fans of the joy and exhilaration they felt when they opened their first pack of baseball cards, whether it was 10, 25 or 50 years ago. We also want to share that fun with kids, a new generation of collectors, many of whom haven't ever had the chance to bask in the glory of finding a coveted rookie card, the star player from their favorite team or maybe even a valuable autograph card. It's a very unique and special experience that is truly unmatched by any other product."

The packs of cards, produced specifically and exclusively for the National Packtime event, will feature Major League baseball's biggest superstars including Derek Jeter, David Ortiz and Albert Pujols, as well as a mix of other current standouts and rising stars.

"We're looking forward to partnering with Upper Deck on this very special program," said Judy Heeter, MLBPA Director of Business Affairs & Licensing. "This is one of many ways we are working to ensure that future generations of fans will enjoy collecting baseball cards for years to come."

About Upper Deck

Upper Deck is the leading sports and entertainment trading card and collectibles company. For more information on Upper Deck and its products please visit www.upperdeck.com.

About the MLBPA

The Major League Baseball Players Association (www.MLBPLAYERS.com) is the collective bargaining representative for all professional baseball players of the thirty Major League Baseball teams and serves as the exclusive group licensing agent for commercial and licensing activities involving active Major League baseball players. On behalf of its members, it operates the Players Choice licensing program and the Players Choice Awards, which benefit the needy through the Major League Baseball Players Trust, a charitable foundation established and run entirely by Major League baseball players.

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