



Cartamundi™

Cartamundi USA | 5101 Highland Place Drive | Dallas, TX 75236 | (214) 330-7761 | cartamundiusa.com

FOR IMMEDIATE RELEASE

CARTAMUNDI TEAMS WITH LUCASFILM LTD. TO INTRODUCE THE FIRST EVER 3-D LENTICULAR DECK OF STAR WARS™ PLAYING CARDS

Dallas, TX – July 29, 2010

From Cartamundi, an exciting, limited edition show exclusive deck of 3-D playing cards will be proudly unveiled at Star Wars Celebration V in Orlando, Florida this August 12-15. The decks have a 3-D card back featuring vintage Star Wars: Episode V The Empire Strikes Back™ poster artwork. This unique deck has been packaged in a custom manufactured “window tin” which allows an open view of the 3-D cards within. Only 2,500 sequentially numbered tins for this historic card deck will be available for \$25 at the show, along with a number of other popular collectibles from Cartamundi.

Cartamundi will also be offering a set of Celebration V exclusive STAR WARS: THE CLONE WARS™ UNCUT PRESS SHEETS – perfect for framing! This limited edition offering contains two uncut press sheets sequentially numbered from 1 to 275, and will be available on a first-come, first-served basis for only \$25 per set. The sheets feature over 50 different heroes and villains from the Cartoon Network™ hit animated series.

Additionally, show guests will have an opportunity to collect four unique Aces for FREE simply by visiting booth (#1122) – with a different Ace to be featured each day of the show. Each collectible Ace playing card features vintage Ralph McQuarrie artwork from The Empire Strikes Back.

To commemorate another fan favorite, Cartamundi will promote its very popular STAR WARS: EPISODE V THE EMPIRE STRIKES BACK 30th ANNIVERSARY TIN. This collectible tin contains two 55-card decks, one featuring memorable moments from the movie, the other featuring images of favorite Star Wars posters from all over the world.

Since all Wookiees love a friendly game of poker (as long as you let them win), Cartamundi will offer its STAR WARS POKER CHIP SET at the show. The set features translucent chips which resemble glowing lightsaber beams when stored in the light-up chip case. The chips highlight four classic Star Wars characters: Darth Vader, Luke Skywalker, Obi-Wan Kenobi and Yoda. A Death Star dealer button and two decks of casino quality poker cards in foil boxes complete this unique collectible set.



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“It’s so exciting to see new generations of fans who are just now discovering the long-lasting entertainment that the Star Wars Saga has brought to our generation for so long,” said Victor Shaffer, EVP of Business Development at Cartamundi USA. “Cartamundi is very proud to be a part of keeping those memories alive with this special selection of collectibles that we’ll be offering at Star Wars Celebration V. We look forward to visiting with fans, both young and old, during the show.”

ABOUT CARTAMUNDI, INC.

In Latin, Cartamundi means “cards for the world.” Since 1765, Cartamundi has lived up to that name as a worldwide leader in the playing card industry. With almost 250 years of experience, Cartamundi has established itself as a leader by providing the most innovative technologies available in playing cards today. Cartamundi’s wide array of state-of-the-art printing capabilities makes it the premiere choice for playing cards, collectibles, premium, promotional, retail, licensed, and casino cards as well as commercial printing and packaging. For more information on Cartamundi USA, please visit www.CartamundiUSA.com.

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