



FOR IMMEDIATE RELEASE

## **Topps Launches Brand Partnership with Ticket Search Innovator SeatGeek**

*Topps' Pennant and BUNT Mobile Apps Promoted Through  
SeatGeek's Award-Winning Ticketing Platform*

**September 6, 2012** (New York, NY) – The Topps Company, Inc., the iconic creator of sports cards and entertainment products, recently launched a comprehensive brand partnership with SeatGeek, the web's leading ticket search engine. Brand integrations for Topps' new iOS apps, *BUNT* and *Pennant*, will now appear in a novel on-field placement across all of SeatGeek's MLB ticketing pages, as well as through additional strategic placements on the SeatGeek site.

"The Topps brand has always been about connecting sports fans with their favorite players and teams. With new innovative applications like BUNT and Pennant for the iPhone and iPad, Topps brings this mission into the digital age, helping a new generation of baseball fans enjoy their favorite sport," Trip Tate, Director of Digital Products at Topps said. "SeatGeek has a highly engaged, technically savvy audience of fervent sports fans that would love apps like these so it makes perfect sense—for SeatGeek, for Topps, and for our users—to partner on this effort."

Topps' apps – BUNT and *Pennant* -- each provide new ways for baseball fans to experience the Topps brand and connect and engage with America's Pastime:

*Topps BUNT* turns following the Major League Baseball season into a game. The app invites fans to have more fun as they root for their favorite baseball team and players. The experience is like hanging out in the bleacher seats at a baseball game. Baseball fans declare their team allegiance; talk baseball with friends, family members, and other fans; collect and trade their favorite real-world Major League Baseball players; and earn points based on their actual performance on the field.

*Topps Pennant* is the modern box score. The application, available on the iPhone and iPad, recreates over 60 years of baseball plays from every team, every season, every game, and every play from last night's games back to 1952. Baseball fans can check out the box scores and play-by-play from games in the 2012 MLB season as well as relive their favorite baseball memories from the past, brought back to life in elegant, interactive infographics.

All Topps app integrations on SeatGeek will provide a direct path for fans to learn more about these apps and download them directly from the Apple App Store.



“We’re thrilled to be partnering with a company like Topps, who is truly breaking ground in their industry with great new products like BUNT and *Pennant*,” Russ D’Souza, SeatGeek co-founder said. “Much like Topps, SeatGeek is a product-driven company, and it’s exciting to be able to share two fantastic baseball-focused apps with our broad user base of MLB fans.”

Founded in September 2009, SeatGeek is the web’s largest ticket search engine. Aggregating ticket listings from over 60 secondary market providers, SeatGeek provides fans with an elegant yet powerful ticket search experience that makes finding the best value on tickets to a game or concert painless and easy.

SeatGeek’s award-winning event interface merges dynamic stadium maps with 3D seat views and innovative consumer tools such as Deal Score, which runs all ticket listings through a proprietary algorithm that grades each ticket on a 0-to-100 value scale. SeatGeek is also the official ticketing partner of numerous major content publishers online, including Yahoo! Sports, Gannett, Hearst Newspapers, AOL Music, Billboard and Pollstar.

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### **About SeatGeek**

SeatGeek (<http://www.seatgeek.com>) is the leading ticket search engine that enables fans to quickly and easily discover the best deals for sports, concert, and theater events. The company’s interactive stadium maps, Deal Score™ and forecasting technology provides fans with the buying intelligence needed to find the best prices from trusted secondary ticket markets and alerts them of the ideal time to purchase tickets. Founded in 2009, SeatGeek is a venture-backed company based in New York City.

### **About The Topps Company, Inc.**

Founded in 1938, The Topps Company is the preeminent creator and brand marketer of sports cards, entertainment products, and distinctive confectionery. Topps leading sports and entertainment products include Major League Baseball, National Football League, English Premiere League, Bundesliga, Indian Premiere League, WWE, UFC, Wacky Packages, Garbage Pail Kids and other trading cards, sticker album collections, and collectible games. The Company's top confectionery brands include "Ring Pop," "Push Pop," "Baby Bottle Pop", "Bazooka" bubble gum, "Sharkies" and "Juicy Drop Pop" products. Topps’ newest division is Topps Digital, which is focused on bringing the iconic Topps brand to new users through digital media.



**Media Contact**

Will Flaherty  
Director of Communications | SeatGeek  
will@seatgeek.com  
646.820.5440 (c)