



For Immediate Release

**TOPPS AND TOTAL IMMERSION HUDDLE UP,
UNVEIL '3D LIVE' FOOTBALL CARDS: NFL QUARTERBACKS
ON
VIRTUAL GRIDIRON COME TO LIFE VIA AUGMENTED
REALITY**

*Cards Build on Game-Changing Introduction of 3D Live Baseball Cards,
Enable Kids and Collectors to Play Ball with the Pros at ToppsTown.com*

LOS ANGELES and NEW YORK (September 23, 2009) – If the prospect of being a Monday morning quarterback every day of the week grabs you, you can now get in the game, thanks to the Topps Company, Total Immersion and the magic of augmented reality.

The two companies today introduced “Topps 3D Live” football trading cards featuring star National Football League quarterbacks who come to play, at www.toppstown.com, Topps’ virtual sports community.

Building on the success of its groundbreaking 3D Live baseball cards for Topps, Total Immersion, the global leader in augmented reality, is bringing Ben Roethlisberger, Tom Brady, Eli and Peyton Manning, Donovan McNabb and other star quarterbacks to life in 3D, for the 2009 NFL season.

Topps, the leading creator and marketer of sports and related cards, is delivering a new level of interactive gameplay via the new football cards, introducing a highly engaging experience where virtual components are merged into a live video stream in real time.

The new Topps 3D Live football cards feature quarterbacks who pop up from specially designated cards to fire passes to virtual receivers, all the while seeking to keep away from defensive obstacles.

Every pack of Topps 2009 Football contains one interactive code card. Fans log on to www.toppstown.com, enter the Topps 3D Live section and select the player on the code card. Once the player is selected and the program is initialized, it's time for the snap from center. When the card is held under a webcam, the quarterback springs to life, onscreen. Fans control the action with a few keystrokes.

"With 3D Live NFL cards, Topps is continuing to innovate, bringing greater interactivity to game play for fans and collectors alike," said Steve Grimes, Chief Digital Officer, Topps. "We're fans of augmented reality, and the quarterback game we've developed with Total Immersion is simple, engaging and fun."

"Marrying football with augmented reality was a natural after the game-changing success of Topps 3D Live baseball cards," said Bruno Uzzan, CEO and co-founder, Total Immersion (www.t-immersion.com). "These cards put fans in the huddle with their favorite NFL quarterback, and demonstrate yet again how augmented reality gets the consumer into the action like nothing else. That's the kind of engagement that AR delivers consistently."

3D Live augmented reality football cards are the newest attraction at Topps Town, an online sports community. The site was unveiled in June 2008 as part of the iconic company's plans to expand into the digital space. Topps was recently named the exclusive card supplier to Major League Baseball.

About The Topps Company, Inc.

Founded in 1938, Topps (www.topps.com) is a leading creator and marketer of sports and related cards, entertainment products, and distinctive confectionery. Topps entertainment products include Major League Baseball, NFL, NBA, and other trading cards, sticker album collections, and collectible games. The company's confectionary brands include "Bazooka" bubble gum, "Ring Pop," "Push Pop," "Baby Bottle Pop," and "Juicy Drop Pop" lollipops. In June 2008, Topps unveiled ToppsTown (www.toppstown.com), the first online sports community for kids, bringing the popularity of trading cards with the exploding world of web-based social networking.

About Total Immersion

Total Immersion (www.t-immersion.com) is the global leader in augmented reality. Through its patented D'Fusion™ technology, Total Immersion blurs the line between the virtual world and the real world by integrating real time interactive 3D graphics into a live video stream. Leading the augmented reality category since 1999, the company maintains a presence in Europe and the U.S., and supports a network of partners worldwide.

Media Contact for Topps:

Adam Schiff/Matthew Altman
Dan Klores Communications

212/685-4300
adam_schiff@dkcnews.com

Media Contact for Total Immersion:

Ken Greenberg
Edge Communications, Inc.
818/990-5001
ken@edgecommunicationsinc.com