

## **THE TOPPS COMPANY, INC. LAUNCHES FIRST SCRIPTED INTERNET COMEDY BACK ON TOPPS STARRING AWARD WINNING COMEDIANS RANDY AND JASON SKLAR**

### **Co-Production with Michael Eisner's Vuguru the 17-Episode Series Premieres Today online at FOXSports.com on MSN and on Mobile Phones via MobiTV**

BEVERLY HILLS, CA - (Sept. 29, 2008) , The Topps Company, Inc and the Emmy-nominated new media studio Vuguru ([www.vuguru.com](http://www.vuguru.com)), today launched Back on Topps, a twice a week Internet series created by and starring the comedy duo of Jason and Randy Sklar (ESPN Cheap Seats, Layers). The series premieres today at 7 a.m. ET, exclusively at FOXSports.com on MSN (<http://msn.foxsports.com>).

Back on Topps is a hilarious, behind-the-scenes journey into one of the world's most recognizable sports companies. When The Topps Company falls into new ownership, sports-loving twin brothers Leyland and Leif Topps are forced to prove their worth to their new boss. They enlist the help of many of today's biggest athletes including the basketball players Baron Davis, Kevin Love and Greg Oden and baseball stars David Wright, Joba Chamberlain and Russell Martin and others.

"I have long admired the Sklar Brothers, inventive and hilarious take on sports and pop culture," said Michael Eisner. Their love and respect for the game and the athlete make them the perfect partner for Topps," first online scripted series.

Never before have twin brothers, a stalker who stalks with his baby, the brother of former Kansas City Royals slugger, Steve Balboni, and Dennis Rodman come together to make trading cards funny...until now," said Randy Sklar.

FOXSports.com will post new episodes of Back on Topps each Tuesday and Thursday and will provide fans an exclusive 12-hour window to view the new episode first on their site. In addition to the series' dedicated website [www.BackonTopps.com](http://www.BackonTopps.com), Back on Topps will also be distributed on leading video sites such as YouTube, Veoh, Blip.tv, hulu, Bebo and iTunes. The series will also be available to mobile phone users through MobiTV, the live and made-for-mobile TV service featuring over 40 channels of content available on most U.S. wireless carriers.

We're excited to bring the Sklar brothers, "offbeat humor to FOXSports.com," millions of users through this exclusive relationship with Vuguru," said Ed Bunnell, VP of Programming for FOX Sports Interactive. Our goal is to deliver the best content experience for sports fans on the Web, and Back on Topps will be a great, entertaining fit next to our news, highlights and analysis.

Skype will serve as the lead sponsor of the series and Skype video calling technology will be showcased in fun and unique ways during the episodes. Adconion Media Group will initiate broader syndication for Back on Topps through its online video content syndication and advertising network as well as support continued advertising sales for the series worldwide.

Randy and Jason Sklar have built a strong following in both the comedy and sports worlds. Recently they have made guest appearances in several TV shows, including an Emmy Award winning episode of Curb Your Enthusiasm, Grey's Anatomy and HBO's Entourage. In November of 2006 they wrapped their fourth and final season of their critically acclaimed comedy series, Cheap Seats on ESPN Classic and currently write and appear in a regular segment on ESPN's SportsCenter titled The Bracket.

In addition to having high profile athletes, Back on Topps features recognizable comedic actors from television and film including -- Ed Helms from the Daily Show and The Office; Phil Morris of Seinfeld fame; and Brian Huskey from the movie Semi-Pro.