

**RATED
ROOKIE**



PANINI

**DONRUSS
THEN AND
NOW**

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DONRUSS - THEN AND NOW

Originally founded as a candy company in 1954, Donruss initially entered the collectibles industry producing entertainment-themed trading cards in the 1960s. In 1965, it produced its first sports-oriented cards with a racing series sponsored by Hot Rod Magazine. Fast forward to 1981 and the company expanded its offerings and released its first officially licensed baseball and golf products. It continued to increase its catalogue throughout the 1980s and 90s, introducing a wide array of programs for football, basketball, ice hockey, boxing, and tennis.

The brand made a revolutionary mark on the industry in 1984 with the introduction of its famed Rated Rookie cards, a special 20-card insert highlighting elite rookie prospects in that year's baseball program. The following year, the legendary Rated Rookie logo made its debut. It instantly caught the eye, jumping off the card with its classic baby blue hue, outlined in black and white. The iconic mark elevated the enthusiasm and excitement for top-tier prospects and increased the appeal of rookie cards throughout the industry. More recently, the stamp is most associated with Donruss and Donruss Optic (a higher end "chromium" counterpart introduced in 2016) football and basketball releases. When a collector pulls a Rated Rookie, they know it's something special - just ask anyone who pulled a #327 Patrick Mahomes II in 2017's Donruss Optic football release.

The Donruss brand has been a staple among collectors for several decades, for both entry level enthusiasts and seasoned hobbyists. It most notably played a major role in innovating and setting the industry standard for sought-after rookie cards. When someone says Donruss, Rated Rookie is usually the first thing to come to mind. Today, Panini America continues to offer Donruss branded programs in football, baseball, basketball, racing and soccer, allowing collectors to continue the chase while enjoying a rush of nostalgia.

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