

Dear Collectors,

It is an exciting time with the early August debut of the new Star Wars vintage style line, the new AT-AT, the new 2010 Clone Wars line, plus the long-awaited release of the Mace Windu and Luke ROTJ FX Lightsabers! Check out the covers of this catalog, plus pages 3-5 to see all of the new Star Wars products. Plus many more new figures and items will be announced over the coming weeks and months, so be sure to check our website and email newsletter for updates. Also, the new G.I. Joe series of action figures and vehicles will be available in August as well, shown on the back cover and Page 26.

We will be at Star Wars Celebration V, in Orlando, Florida, at booth 903. If you are at the convention, please stop by to say hello. If you are looking for convention exclusives, please check with us after the show. It has been three years since the last Star Wars Celebration, and we are really looking forward to it!

Take advantage of our \$15 off coupon for all orders of \$75 or more! Simply enter the promo code "SAVE15" when you place your next website order of \$75 or more of in-stock items by October 1, 2010. Or refer to this promo code when you call, fax, or email your order in to us. This coupon is limited to one per customer. Go to [brianstoys.com/coupon](http://brianstoys.com/coupon) for the terms and use of the coupon.

You can now find Brian's Toys on Facebook.com. We welcome any of our customers, friends, or anyone of interest to join our group. To jump start our account, we are going to conduct a GIANT FREE product giveaway on October 1, with a value of over \$5,000. Prizes will include a 12 Back-A Darth Vader AFA 85, Droids Boba Fett Coin AFA 90, other vintage rare coins, Mace Windu FX Lightsaber, Luke EP6 FX Lightsaber, new AT-AT, and much more!! Prizes will randomly be given to people who have signed up for the giveaway on the Brian's Toys Page on Facebook by October 1, 2010. For a link to the Brian's Toys Page on Facebook, please go to [brianstoys.com/facebook](http://brianstoys.com/facebook).

We had a new addition to the Semling family on May 5. Erik Brian Semling was born at 7 pounds 15 1/2 ounces. He is doing well and growing rapidly! We are very thankful to God for blessing us with him and Sonja!

Sincerely,

Brian Semling  
Owner



Brian, Sonja, Erik, & Carina Semling



Nikki Smith, Jesse Sauer,  
and Nate Baures



Westley Wamsley, Peter McColl,  
Joseph Semling, and Matt Stetina



Edward Stoltman, Noelle Snow,  
and Justin Greenberg



Betsy, Darth Vader  
and Norm Semling

## New 0% Interest Free Financing NOW Available! Details and terms below!

Brian's Toys is now offering a 4 month, 0% interest FREE payment plan for any orders over \$600. To qualify, you must initially make a 20% nonrefundable deposit towards your purchase. Then, simply make 4 more monthly payments of 20% of the total purchase price and your order will be shipped once it is fully paid for. If you are paying by credit card, your card will be automatically billed in monthly increments. You are always welcome to pay the remaining balance early.

To take advantage of this special offer, please use promotion code "FINANCE" when checking out and your shopping cart will automatically display your first payment, which is 20% of the entire total. Please note that shipping, handling, and any applicable taxes will also be applied to your first payment. If you have any questions, please call or email with any questions. Thanks for shopping at [brianstoys.com](http://brianstoys.com)!

### How does the Star Wars club work?

When you sign up for the One of Each Figure Club, you will no longer have to worry about scrambling to find new figures or pre-ordering the latest series of action figures. As soon as the latest wave arrives, we will charge your credit card and send you one of each new basic Hasbro *Star Wars* figure for \$8.99 each. This club will only apply for Basic *Star Wars* figures. It will not include Exclusives, Greatest Hits assortments, Ultimate Galactic Hunt, or other Chase figures. We may occasionally email you to announce when these other new Hasbro items are available, and discounts for these may be available for club members. Basic figures will continue to ship indefinitely as new figures are released. If there are ever any changes to the terms or pricing of this club, you will be notified by email.

### How does the G.I. Joe club work?

This club works just like the Star Wars club above. However, figures are \$9.99 each. It applies only for basic G.I. Joe figures. It will not include Exclusives, Comic 2-Packs, Multi-Figure Packs, re-issued figures, or other chase figures.

### Is there any cost to join?

There is no cost to join the club. We will not charge your credit card until your first wave of figures is ready to ship. You will continue to be charged for subsequent waves of figures as they are ready to ship.

### What Wave of figures will I receive first?

Check our website [brianstoys.com/club](http://brianstoys.com/club) or email [sales@brianstoys.com](mailto:sales@brianstoys.com) or call (608) 687-7572 to see which wave will be shipping upon signing up.

### What are the shipping and handling charges?

Domestic shipping and handling will be \$9.99 per wave (by FedEx Ground/USPS Standard) and international shipping and handling will be \$19.99 (First Class Mail International) per wave. When checking out, a shipping charge and a \$2 handling charge will show up in your shopping cart. You will not actually be charged the shipping and handling shown in your shopping cart.

### How early will I receive my waves of figures?

Brian's Toys will make every effort to ship your figures as quickly as possible, usually within several days of receiving our shipment from Hasbro. However, at times Hasbro delays portions of our order. While you generally will receive your wave of figures promptly, at times the wave may be set back due to delays from Hasbro.

### How do I sign up for the One of Each Figure Club?

To sign up, go to [brianstoys.com/club](http://brianstoys.com/club), email [sales@brianstoys.com](mailto:sales@brianstoys.com), or call (608) 687-7572.

Go to [brianstoys.com/club](http://brianstoys.com/club) for more information.-

ONE OF EACH  
**STAR  
WARS**  
FIGURE CLUB  
ONE OF EACH  
**GI JOE**  
FIGURE CLUB

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Many of the action figures and toys that we sell contain small parts. Warning, these small parts may pose choking hazards. These products are not for children under 3 years. The items in this catalog are intended as collectibles for ages 16+.