

STREET & SMITH'S SportsBusiness JOURNAL®

WWW.SPORTSBUSINESSJOURNAL.COM

APRIL 7-13, 2014

VOLUME 16 ISSUE 49 • \$6.95



LABOR & AGENTS

LIZ MULLEN

➤ **UPPER DECK IN SPANISH:** The Upper Deck Co. has produced its first Spanish-language American football card, featuring Stanford linebacker and 2014 draft prospect **Shayne Skov**, who speaks fluent Spanish and learned to play American football in Guadalajara, Mexico.

The card will be released nationwide as part of Upper Deck's set of about 200 rookie cards, which will be available for sale in retail outlets such as **Target** and **Wal-Mart** on April 16. "If it's popular and we get a great response, we are definitely open to doing this again," said



Skov gets the star rookie treatment in Spanish.

Brandon Miller, brand manager for Upper Deck.

Miller said the company became interested in doing a Spanish-language card for Skov after learning his story from his agent, **Steve Baker**, founder of **Baker Sports**