TOPPS CO INC Form DFAN14A August 22, 2007

SCHEDULE 14A (RULE 14a-101)

INFORMATION REQUIRED IN PROXY STATEMENT

SCHEDULE 14A INFORMATION

PROXY STATEMENT PURSUANT TO SECTION 14(a) OF THE SECURITIES EXCHANGE ACT OF 1934 (AMENDMENT NO.)

Filed by the Registrant /_/

Filed by a Party other than the Registrant /X/

Check the appropriate box:

/_/ Preliminary Proxy Statement

/_/ Confidential, for Use of the Commission Only (as permitted by Rule 14a-6(e)(2))

/_/ Definitive Proxy Statement

/X/ Definitive Additional Materials

/_/ Soliciting Material Under Rule 14a-12

THE TOPPS COMPANY, INC.

(Name of Registrant as Specified in Its Charter)

CRESCENDO ADVISORS LLC CRESCENDO PARTNERS II L.P., SERIES Y CRESCENDO PARTNERS III, L.P. CRESCENDO INVESTMENTS III, LLC CRESCENDO INVESTMENTS II, LLC ERIC S. ROSENFELD ARNAUD AJDLER THE COMMITTEE TO ENHANCE TOPPS

(Name of Persons(s) Filing Proxy Statement, if Other Than the Registrant) Payment of Filing Fee (Check the appropriate box):

/X/ No fee required.

/_/ Fee computed on table below per Exchange Act Rules 14a-6(i)(1) and 0-11.