



Media Release



For more information contact
Media-support@looneylabs.com
301.441.1019

Looney Labs Hires Jessica Blair as Director of Sales and Marketing

College Park, MD, May 20, 2009: Looney Labs, makers of the award winning games, Fluxx and Treehouse, announced today the appointment of hobby game-industry veteran, Jessica Blair as the company's new Director of Sales and Marketing.

This new hire, along with a recent packaging redesign, marketing push, and the scheduled release of 4 more games in the new line this year, signifies strong company growth and sales success for Looney Labs. With this newly packaged product line, Looney Labs has expanded its market reach and is cultivating a new audience for its games making this the perfect time to add a senior Sales and Marketing executive to their team.

"Finding someone of Jessica's quality and experience is akin to drawing the winning card in one of our games, it's a bit luck, a bit of strategy, and in the end, it makes you a winner," says Kristin Looney company founder and CEO.

Blair joins Looney Labs from the Renton, Washington-based Wizards of the Coast® subsidiary of Hasbro, Inc. where she worked both as the Manager of Direct Sales & Merchant Relations and later as the Brand Manager of Publishing. She has also previously worked for both Games Workshop and their subsidiary Sabertooth Games.

"Working for Looney Labs is a dream come true for me," says Jessica. "I am excited to join the executive team and leverage my industry expertise to help shape the future growth of this fun and exciting game company."

Blair joins Looney Labs at a time of expansive growth with the upcoming release of the hotly anticipated new Deception Party Game, *Are You the Traitor?*, a 10th Anniversary Edition of the classic hit *Aquarius*, new packaging for The Time Travel Card Game *Chrononauts*, and an exciting new version of Fluxx coming out this fall: *Martian Fluxx*.

"Jessica will be able to hit the ground running for us," says Kristin Looney, adding, "She knows our games and our industry and can help us exceed our sales goals with her extensive contacts, experience, and intimate knowledge of our customer base. And it is written into her job description to protect the hobby game industries 3-tier system, Looney Labs will not be starting any kind of push on direct sales."

Based in College Park, Maryland, Looney Labs is run by former NASA Engineers and spouses Kristin Looney, CEO and Andrew Looney, Lead Game Designer. To learn more about Looney Labs and to see a complete listing of all their games visit, www.looneylabs.com.