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Publicity Contact: media@looneylabs.com

GALE FORCE NINE, FOX AND LOONEY LABS TEAM UP FOR FIREFLY FLUXX

The shiny card game of ever-changing rules!

College Park, MD – SEPTEMBER 10, 2015 Looney Labs is thrilled to announce the newest, out-of-this-world version of Fluxx: Firefly Fluxx! Join Mal, Wash, Zoë, Inara, Kaylee, Jayne, Simon, River, Book, and more as Fluxx enters the 'Verse at full speed. With the rules constantly changing, Firefly Fluxx is just as unpredictable as misbehaving in space!

"We love the adventures of the crew of the *Serenity*," stated Andy Looney, Chief Creative Officer of Looney Labs "and welcoming them into the Fluxx 'Verse has been wonderful. It's a natural fit, as both Mal and Fluxx players have to constantly adapt the rules in order to win!"

"We are excited to introduce the Browncoat Nation to Firefly Fluxx. We have been playing Fluxx for years and this version of the card game with ever-changing rules will not disappoint" says John Kovalski of Gale Force Nine. "It's fast, fun and Shiny!"

A game of strategy, skill, and the luck of the draw, Firefly Fluxx echoes the aesthetics of the futuristic western. Featuring sumptuous art by Adam Levermore, Firefly Fluxx is perfect for fans and collectors of both Firefly and Fluxx! Firefly Fluxx will be in stores in early 2016, with an MSRP of \$20.

(Preliminary cover image can be found here: <http://looneylabs.com/FireflyFluxx-PRimage.png>)

About Looney Labs

Looney Labs was founded in 1996 by Kristin & Andrew Looney, a husband and wife team that gave up successful careers as aerospace engineers (they met while working at NASA) to pursue their hobby business full time. They could tell early on the true hit potential their card game Fluxx had, so they took the jump and quit their day jobs so they could dedicate all their energy to making and promoting Andy's games. With the creation of new and exciting versions of Fluxx, the popularity of the game has spread worldwide and spawned numerous international publications. The Looneys believe one of the most important things they create is the fun people have while playing their games. Andy Looney continues to create Looney Labs games, from those with lighter play, like Fluxx and Just Desserts, to more strategic games like Chrononauts and the Looney Pyramids game system.

About Gale Force Nine:

Gale Force Nine, LLC. (GF9) is the premier gaming accessory company producing counters, markers, tokens, templates, and terrain for use with the most popular miniature games in the world. In 2012 Gale Force Nine entered into the world of hobby boardgames specializing in rich strategic play with games licensed from fan-favorite television and media properties. GF9 is located in Earlysville, Virginia. Gale Force Nine is a wholly-owned subsidiary of the Battlefront Group. Visit www.gf9.com for more information.

About Twentieth Century Fox Consumer Products:

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