



FOR IMMEDIATE RELEASE

Contact:
Kristin Looney
www.fluxxgames.com
media-support@looneylabs.com
(301) 441-1019

Target Game Aisle to Gain New Family Favorite with Fluxx!

College Park, MD – Aug 7, 2012 – Looney Labs announces that its Fluxx card game will be available in Target stores nationwide beginning this week. After having sold almost one million copies of the award winning Fluxx series, Looney Labs is making the leap into the retail mass market.

Founded in 1997, Looney Labs games have long been favorites in hobby and game stores. With this latest announcement, Fluxx will reach a wider audience as Looney Labs taps into a new avenue of growth and expansion.

“We’re very excited about seeing Fluxx in Target,” said Kristin Looney, CEO of Looney Labs. “Fluxx has the perfect mix of luck and strategy—anyone can win the game at any time, so everyone stays engaged. The whole family can play together, have fun and still be challenged.”

Intended for players age 8 and up, Fluxx starts off simple but quickly gets more frenetic. With cards that can change the rules of the game, cards that change the object of the game and cards that are meant to cause a little chaos, Fluxx is never the same twice. “Our customers tell us Fluxx is totally addictive,” continued Ms. Looney. “As soon as one game is finished, they want to play it again. That’s what people love most about our games, they never get tired of playing them.”

Fluxx has earned the Mensa Select Award, an award only given to games that meet high standards of originality, playability and design. A game of Fluxx can be played in as little as 5-20 minutes making it the perfect game to have on hand when travelling, with friends or simply hanging around the house.

Fluxx for Target has simpler rules and a new look from the original Fluxx series of games, which are available at 1,700 hobby and game shops in the U.S. and in over 1,200 stores in 24 countries worldwide.

More information at www.fluxxgames.com and www.looneylabs.com/fluxx-media-factsheet.

About Looney Labs Looney Labs is a game company based in College Park, MD, whose mission is to create fun by developing enjoyable, innovative and attractive parlor games. Looney Labs has developed several popular games including the Fluxx series, IceDice and many other engaging games. The Looneys believe that one of the most important things they create is the fun people have while playing their games. For more information, please visit www.looneylabs.com or www.facebook.com/looneylabs.