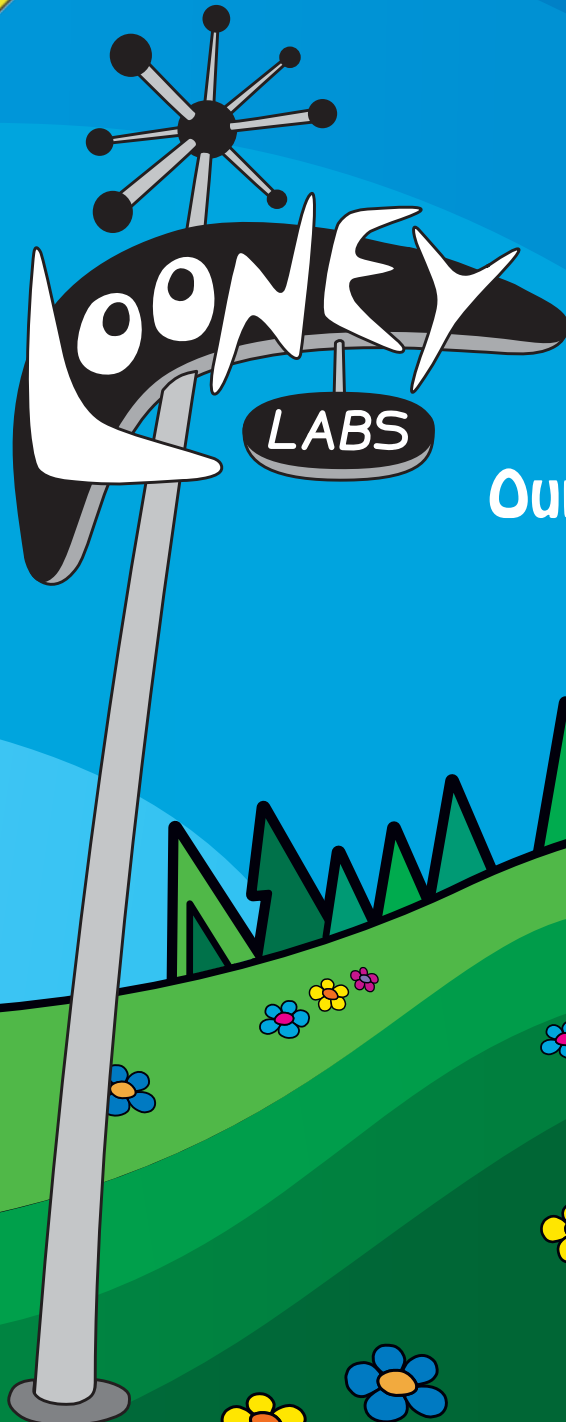




Our Games
will **FLY**
Off Your
Shelves



Our Bottom Line...
Is Increasing Yours!



Our Bottom Line... Is Increasing Yours!

"The award-winning games from Looney Labs consistently and rapidly move from our shelves, and the customer loyalty that their games inspire has proven to be infectious!"

-- Stephen Sinex,
The Family Game Store

6 Ways We Help Retailers Successfully Sell Our Games:



100% Sales Success Guarantee

Customers love our games but not every game is right for your customer base. If any Looney Labs game is under-performing, call us. We will exchange your games for something new.



Advertising Allowance

We offer a 10% accumulated advertising allowance. Call us or visit our Website for full details.



Marketing Materials

We offer 11" x 17" Posters and Playmats for most of our games, as well as printable Event Flyers and Sign-Up Sheets and playable peel-off Promocard Postcards with space to promote your store. Demo Copies of any of our games are available at a 70% discount from us or our distributors.



Launch Kits

For each new release, we offer a Launch Kit complete with a Demo Copy, our Marketing Materials, and a limited edition Turn Token Challenge Coin commemorating the launch of the game.



Subscription Service

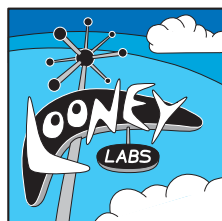
Sign up to get our Launch Kits sent automatically with each release. The Subscription Service is available from our authorized distributors or direct from Looney Labs.



Store Locator

Get your store listed at roster.looneylabs.com and we'll point our thousands of registered fans to you. If you have the Subscription Service your store will be marked as a Superstore!

Thanks for selling Looney Labs Games!



Certified for Safety! Certified for Fun!

For customer service call Looney Labs at **301-441-1019**

For more information, visit us online at looneylabs.com/retailers



NEW FOR 2012

OZ FLUXX

LOO-050 MSRP \$16

Brighten up your humdrum life! Let the cyclone of Fluxx take you on a trip to the magical, changeable land of Oz!



CTHULHU FLUXX

LOO-052 MSRP \$16

Explore the dark and horrifying mysteries of the unknown as you battle insanity and fiendish cults in Cthulhu Fluxx.



MARKETING SUBSCRIPTION

Now including a Limited Edition coin commemorating the launch of each game!



FLUXX

Fluxx is a fun, quick, addictive card game that never plays the same way twice. The rules change as the game progresses, offering a uniquely high replay value. With over a half million copies sold, there is a version of Fluxx for every customer – and once someone plays their first Fluxx, they always come back to try more versions.

FLUXX

LOO-001 MSRP \$16



STAR FLUXX

LOO-047 MSRP \$16



PIRATE FLUXX

LOO-045 MSRP \$16



MONTY PYTHON FLUXX

LOO-036 MSRP \$20



MARTIAN FLUXX

LOO-038 MSRP \$16



ZOMBIE FLUXX

LOO-033 MSRP \$16



FAMILY FLUXX

LOO-043 MSRP \$12



ECO FLUXX

LOO-042 MSRP \$16



OTHER

Our other offerings range from connection games such as Aquarius and Seven Dragons, to time travel games like Chrononauts and Back To The Future, to party games like Are You The Traitor?

SEVEN DRAGONS

LOO-039 MSRP \$15



AQUARIUS

LOO-002 MSRP \$15



CHRONONAUTS

LOO-009 MSRP \$20



BACK TO THE FUTURE

LOO-044 MSRP \$20



ARE YOU THE TRAITOR?

LOO-037 MSRP \$15



PYRAMIDS

Looney Pyramids are more than a game, they're a gaming system, used to play a variety of things, starting with the push-your-luck game IceDice. (Ages 14+)

ICE DICE

LOO-040 MSRP \$20



TREEHOUSE

LOO-046 MSRP \$14



RAINBOW STASH

LOO-048 MSRP \$10



XENO STASH

LOO-049 MSRP \$10



Key Selling Points

5 Reasons Why Your Customers Will Love Our Games:



Affordable Portable Fun

Laugh out loud fun for everyone that's easy on your customer's wallet. Our games can go anywhere at anytime.



Multi-Generational Appeal

Five-year olds and 40-somehings can play together, have fun, and still be competitive and challenged. The perfect mix of luck and strategy!



Highest Re-Play Value

Our games are different every time they are played. People want to play again and again, describing them as "unique" and "addictive".



Quick Play Time

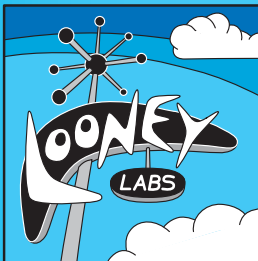
Games play in only 5 to 40 minutes – if you can put them down and not play again and again!



Ideal Gifts

Our games are great impulse buys, people buy one for themselves and several to give away as gifts. Our games are made in the USA!

Card game
packaging is
100% recycled
material - 35% post
consumer waste.
Made in USA!



Looney Labs

Smart Games for Smart People

Call us at: **301-441-1019**

... or visit: looneylabs.com/retailers