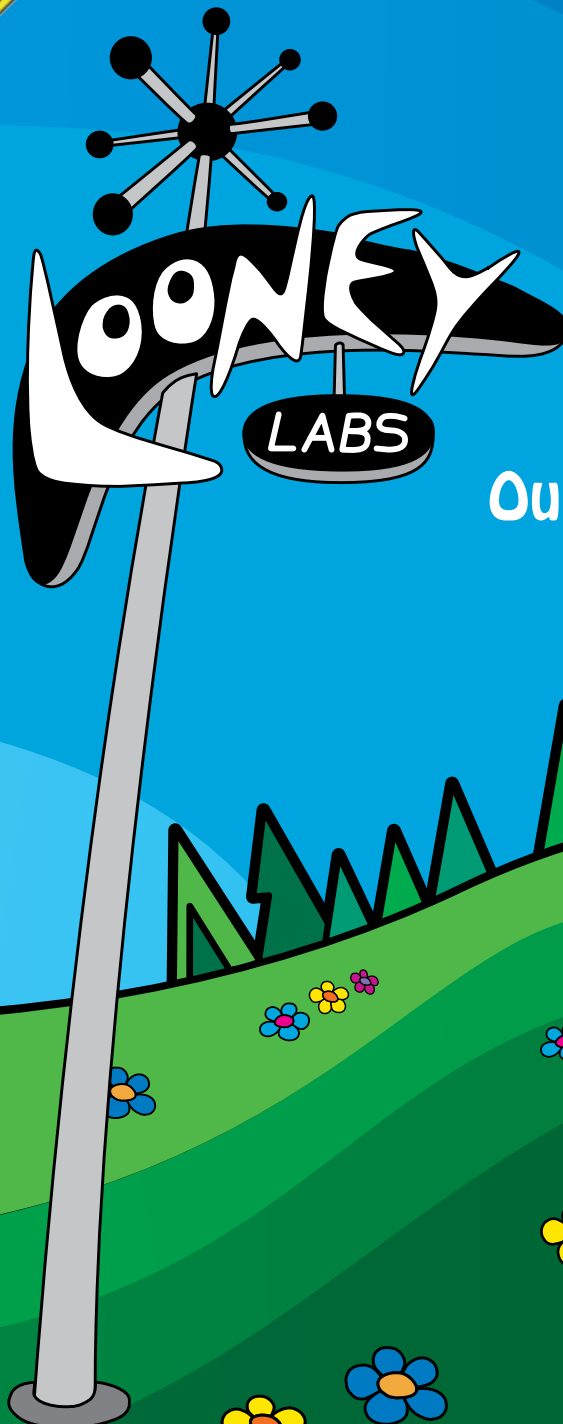




Our Games
will **FLY**
Off Your
Shelves



2013



Our Bottom Line...
Is Increasing Yours!



Boost Your Sales with Our Award-Winning Games!

6 Ways We Help Retailers 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, Sign-Up Sheets and playable peel-off Promocard Postcards with space to promote your store. Demo Copies of our games are available at a 70% discount from us or our distributors.

Demo Kits

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

Subscription Service

Sign up to get our Demo 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!

5 Reasons 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-someings 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!

New Releases / Top Selling SKUs / Coming Soon

| Product Name | Release | SKU | MSRP | Description |
|-----------------------|-----------|------------|------|--|
| Oz Fluxx | Mar 2012 | LOO-050 | \$16 | Follow the Yellow Brick Road to new Fluxx fun. |
| Cthulhu Fluxx | Aug 2012 | LOO-052 | \$16 | Fluxx with a new layer of complexity with doom points. |
| Cthulhu Launch Kit | Aug 2012 | LOO-DK-052 | \$12 | Includes demo copy, playmat, 3 posters and 25 promo cards. |
| Treehouse | Oct 2012 | LOO-046 | \$16 | An award-winning, fun and simple pyramid game. |
| Pink Hijinks | Nov 2012 | LOO-053 | \$12 | Elegantly simple, yet surprisingly deep strategy pyramid game. |
| Looney Pyramids Kit | Oct 2012 | LOO-DK-048 | \$30 | Cadet Training kit for Looney Pyramids. |
| Fluxx 4.0 | | LOO-001 | \$16 | The original Fluxx game of ever-changing rules! |
| Seven Dragons | | LOO-039 | \$15 | Connect territory panels created with Larry Elmore's art. |
| Chrononauts | | LOO-009 | \$20 | An award-winning time travel card game. |
| IceDice | | LOO-040 | \$20 | A press-your-luck dice game with pyramids. |
| Fluxx: The Board Game | July 2013 | LOO-055 | \$30 | The board game Fluxx fans have been waiting for! |
| Choose One | Oct 2013 | LOO-057 | TBD | A brand new party game. What will you choose? |



Visit us at www.looneylabs.com

