

News from the Lab

TODAYS STORIES

- 1) Twenty-four games in 2-part boxes!
- 2) New: Firefly / Mad Libs / Uglydoll
- 3) Did you get our Spring Launch Kits?
- 4) Expansion packs for Just Desserts!
- 5) Price drop: Party Games now \$20
- 6) LooneyCon: July 22-24, 2016
- 7) Coming this fall: Pyramid Arcade

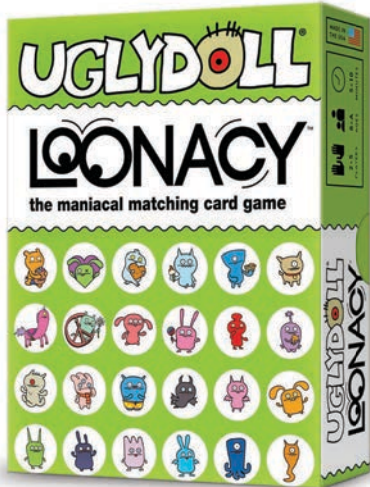


Twenty-four games in 2-part boxes! New Generic Tie-Dye Display!

We currently have 24 different games in stock in our standard 2-part boxes. Ask for a free generic display at our booth so you can try creating mix-and-match displays of your store's best-selling titles when you get home! (Of course, all single-title 6-packs still come in matching custom displays.)

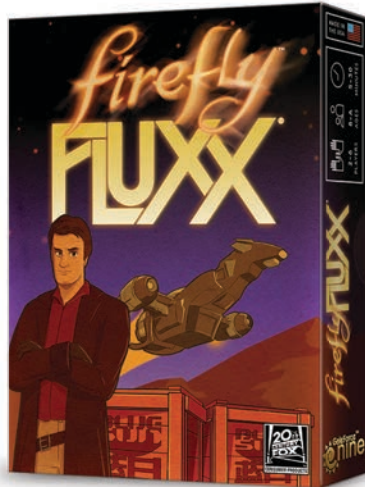
Spring Releases

Three new games coming out this month!



Uglydoll® Loonacy

MSRP: \$15
SKU: LOO-073
DATE: 03/11/2016



Firefly™ Fluxx

MSRP: \$20
SKU: LOO-070
DATE: 03/18/2016



Mad Libs®: The Game

MSRP: \$20
SKU: LOO-072
DATE: 03/31/2016

Uglydoll™ and © 2015 Pretty Ugly, LLC, David Horvath and Sun-Min Kim. All Rights Reserved.

Firefly™ & © 2016 Twentieth Century Fox Film Corporation. All Rights Reserved.

© 2016 Penguin Random House LLC. All rights reserved. MAD LIBS® is a registered trademark of Penguin Random House LLC.



Did you get your launch kits?

Free Demo Copies for Retail Stores

If you are on our Store Locator List, you should be receiving three packages this month—one for each of our new games! Each kit includes an advance demo copy of the game, a poster, and a sell sheet.

By the GAMA Trade Show, you may not have received all three packages, but you should have received at least one. If you haven't, please fill out our Retailer Info Sheet at our booth so we can add you to our online Store Locator and start sending customers and free goodies your way!



Just Desserts Expansions

The sweetest game in town is about to get even better!

We are excited to announce two upcoming expansions for Just Desserts, the game where you are a waiter in a dessert cafe trying to serve picky guests their favorite yummys. Each expansion includes 10 cards, including both new guests and new desserts.

In “Better with Bacon”, we add such delicacies as chocolate-dipped bacon and bacon ice cream, and the additional “Just Coffee” allows you to serve mocha cheesecake to Mr. Jitters, among others. Brooke Allen, illustrator of the Lumberjanes comic, has returned to illustrate these new expansions to tickle your taste buds and your funny bone.

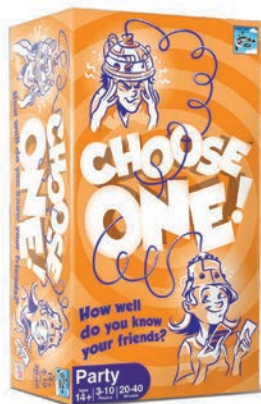


... more details to come later this year!



Price Drop on Board Games

Now \$20 in celebration of our 20th Anniversary!



Our two board game titles had an initial MSRP of \$30. In celebration of our 20th Anniversary, we wanted to give all our retailers a present!

With an MSRP of \$20, we expect these games to sell great in your stores! All stores who requested refunds for current stock have been reimbursed, and distributors are ready to stock at the new price!



LooneyCon

July 22-24, 2016, in College Park, MD

We are celebrating the 20th Birthday of Fluxx with a three-day convention filled with Looney goodness, and we wanted to invite you! For more information, please go to LooneyLabs.com/LooneyCon.



Pyramid Arcade

The long awaited Looney Pyramids boxed set coming this fall



WHAT'S INSIDE?	
●	90 Pyramids
●	8 Mini Gameboards
●	1 Folding Gameboard
●	2 Deluxe Plastic Boards
●	9 Dice
●	1 Deck of Playing Cards
●	1 Deck of Twin Win Cards
●	1 Deck of Arcade Cards
●	1 Drawstring Bag
●	1 Turn Token
●	1 Instruction Book

Pyramid Arcade is a complete game library in one box. Inside you'll find everything you need to play 22 different tabletop games, each of which uses the pyramid gaming pieces in a different way. The games in this arcade range from easy to complex, from mostly-luck to pure skill, and from time-killer to brain-burner. Developed over the course of more than twenty years, the games in the set are truly out of this world.

Retailer Friendly features of our Kickstarter, which goes live April 05, 2016

- Pyramid Arcade will sell on Kickstarter for \$77 in April--AND--will have a \$77 MSRP through distribution this fall. We won't undersell you before you have a chance to get the game on your shelf!

- The exclusive Kickstarter Green pyramids can also be available through your store! Back the project (even at the \$5 level) and we will ask you just before we ship how many additional sets of Kickstarter Green pyramids you want to get at \$2 each.

- If you back at the \$77 retailer level, you will get one demo copy and two wholesale copies shipped to you at the same time as the consumer backer shipments go out. When customers see the game at a friend's and want a copy, you're ready to sell it to them!



- We will have product available through all our usual distribution channels in time for the holidays. After you sell those first two copies, go right ahead and restock through ACD, Alliance, GTS, Lion Rampant, or Esdevium, just like all of our other products. And you can start taking pre-orders as soon as the Kickstarter ends - offering them Kickstarter Green!