

# 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](http://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](http://www.looneylabs.com)

