WHAT OUR FANS TELL US

"Looney Labs joined us at Cecil Con... They are incredible not just in their game creation and ingenuity but their philosophies and personality as well. If you haven't yet had the opportunity to meet this great team or try their games, do it! We here on the Cecil Con team love 'em..."

Cecil Con on Facebook

"I would say Fluxx is probably one of the most underrated and underexposed games to ever last over two decades... its relatively low price point and small size should make this a ubiquitous part of even casual gaming households, not unlike Uno or Settlers of Catan."

David Chapman of The Rat Hole

"Wow! A personalized handwritten letter with a replacement card for a great game. What an awesome touch. Looney Labs, you guys are awesome!"

Gerard Jacobs on Facebook



FLUXX & ZENDO



AQUARIUS, FLUXX & CHRONONAUTS

Please give this catalog to a friend instead of throwing it into the trash!



MAD LIBS®: THE GAME, NANO & CHRONONAUTS



ZOMBIE FLUXX & ARE



LOONACY



FLUXX SE





CHOOSE ONE & RETRO LOONACY



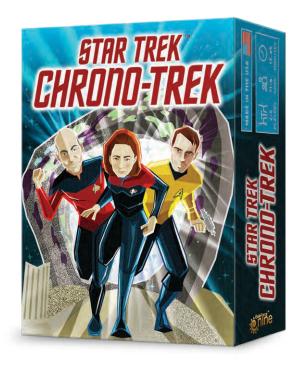
YOU THE TRAITOR? LOONACY &



ARCADE



CHANGING THE WAY YOU PLAY



PRODUCT CATALOG

LOONEY LABS: THE WHO, THE WHAT, AND THE WHY

Looney Labs is a progressive, woman-owned and -operated game company that has been making smart, fun, and yes... slightly looney... games for over 22 years.

The story began in 1986, when two young rocket scientists met at NASA and became the best of friends... and eventually got married. Andy was a creative person, and one of the things he created was a game. Kristin had the entrepreneurial spirit and saw where Andy's games could take them. Pretty soon, they left the space industry and started to fly on their own, making and promoting Andy's games, beginning with little plastic pyramids. Their new mission was to create fun!

Ten years and several products later, Andy invented Fluxx®, the card game that changed everything (including the rules). The success of Fluxx propelled the company from a dark basement to a modern office building with a coffee machine and conference room.

While Fluxx continues to fuel Looney Labs, it's far from being the only game in play. Looney Pyramids continue to evolve. Dozens of other games, including some just for adults (shh!), have been created. Recognizing that play is often how kids learn, games that enhance critical thinking and classroom learning were introduced. Happily, many Looney Labs

games are now an important (and fun) part of classrooms across the country.

Looney Labs continues to grow, with games not only in friendly local game stores, but also in toy, book, and grocery stores. We look forward to changing the way you play!

Thanks for reading our story and for playing our games!

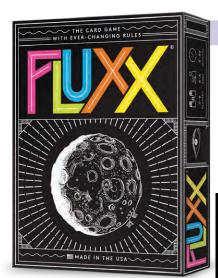
Fristin & ANDY

THE CARD GAME OF EVER-CHANGING RULES

Fluxx[®] is Looney Labs' signature card game. Over three million copies have been sold. Fluxx is different every time you play because you get to change the rules! Fluxx is easy to learn and quick to play (and a fast seller, too!).

Andy calls Fluxx a perfect mix of luck and strategy. When you lose, it was luck; when you win, it was strategy. You'll probably call it addictive; it's hard to play just one game. Fluxx is played by kids and adults, on game nights, in restaurants, and in classrooms.

Fluxx is constantly evolving. There's a version for everyone, from Trekkies and math whizzes to pirates and fairy princesses. We cover it all... from Anatomy to Zombies. (Check out the educational versions on pages 18 - 21.)



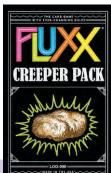
Fluxx® (LOO-001)

This classic iteration of Fluxx is easier than ever with just the four basic card types that fans the world over have come to know and love. It starts out simple: draw one card and play one card – but New Rule cards quickly make things chaotic, and even goals can change mid-game. Can you achieve World Peace before somebody changes the goal to

Milk and Cookies?



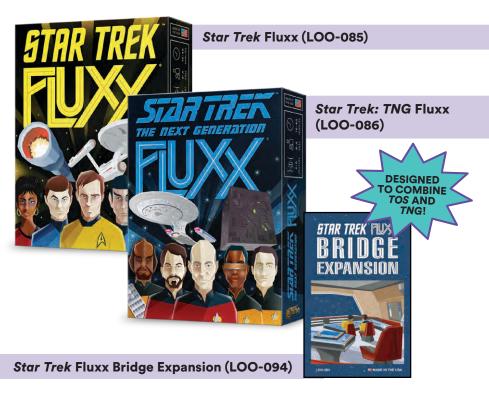
Fluxx Blanxx Expansion (LOO-012)



Fluxx Creeper Pack (LOO-090)



POP CULTURE FLUXXES: CARD GAMES FOR EVERY KIND OF GEEK!







Monty Python Fluxx (LOO-036)





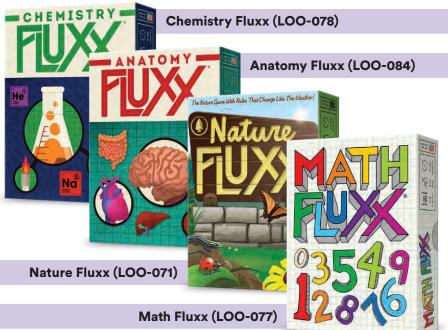
Firefly™ Fluxx (LOO-070)

Firefly™ Fluxx Upgrade Pack (LOO-092)



EVEN MORE FLUXXES!







Every Looney Labs
game teaches something, but
some teach more than others.
Check out our educational
games for specific
curriculum content at
looneylabs.com/edu.

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BUT WAIT, THERE'S MORE!



Jumanji Fluxx Specialty Edition (LOO-103)

Jumanji Fluxx reminds you just how chaotic and dangerous the world of Jumanji can be! If you want to survive you'll have to carefully traverse the landscape, gathering the right gear and avoiding the many wild animals. Be prepared or risk getting eliminated... remember, it's not just a game.

All new to Jumanji Fluxx: Danger cards! These cards actually ELIMINATE players! You might be able to jump back in next round if the game is still going, but be careful: If the deck runs out, elimination becomes permanent.

Marvel Fluxx Specialty Edition (LOO-102)

At long last, Fluxx fans can stand up and say,
"Make Mine Marvel!" Featuring familiar heroes
and villains from your favorite Marvel comics,
this Fluxx lets you assemble your dream team of
Avengers, and much, much more. You might
even notice some new super powers for your
friendly, neighborhood Fluxx!



IN STORES AUGUST 2019!

As part of our partnership
with Cardinal, these titles come in bigger
boxes with no display in order to accomodate
the collector's coin. Cardinal will place their
versions in the mass market, and Looney
Labs' specialty versions will contain
seven bonus cards!

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LOONEY PYRAMIDS

In 1987, while still at NASA, Andy wrote a short story that included a game with colorful pyramid-shaped pieces. His friends were so intrigued by his ideas that they helped him create a real game like the one he had imagined. The first game was called Icehouse, so the pyramids were at first called "icehouse pieces."

But as many more games followed, the pieces, in three sizes and many colors, became known as

the "Looney Pyramids."

We like to compare Looney

Pyramids to a deck of playing cards.

Once you have a set, you can play an infinite

number of tabletop games... all you need are the rules! And over the last three or so decades.

hundreds of games have been invented for these pyramids; fans, friends, and other game designers have created numerous different ways to play with them! Don't forget to visit icehousegames.org to find the rules to literally hundreds of additional games that you can play with the Looney PyramidsTM system.



PYRAMID ARCADE

GAMES INSIDE:

- Ice Dice
- Hijinks
- Pharoah
- Verticality **Martian Chess**
- Color Wheel
- Twin Win
 - Launchpad 23 Give or Take
 - Treehouse
 - Looney Ludo Petri Dish
- Pyramid Shambo Volcano

Black Ice

Petal Battle

- Ice Towers World War 5
- Powerhouse
- Lunar Invaders
- Zark City
- Homeworlds
- ... and more online!





Pyramid Arcade (LOO-074)

Published in 2016, this box contains a curated set of 22 engaging games using three sizes of nesting, multicolored pyramids. The games inside range from easy to complex, from mostly luck to pure skill, and from time-killer to brain-burner. You can even invent your own game. There's enough fun in this box to keep you playing for the rest of your life!

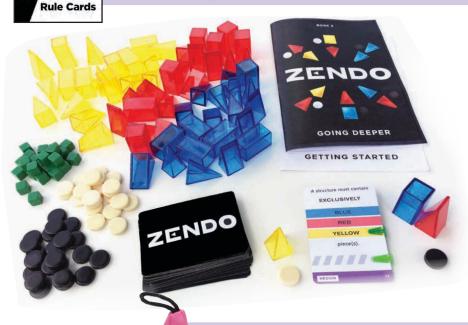
OTHER PYRAMID GAMES



Zendo (LOO-082)

Though Zendo was originally designed with Looney Pyramids, it's now its own separate boxed game - with pyramids, blocks, and wedges. In this classic puzzle game of inductive logic, players try to figure out a common rule while building structures. Easy to adapt for cooperative play, it's also a very good model of the scientific method.

Zendo Rules Expansion #1 (LOO-095)



Pink Hijinks (LOO-053)

If you need an 11th color (pink) and a cute little pyramid-shaped bag to grab and go -Hijinks, one of the 22 games in Pyramid Arcade, is packaged as a stand-out stand-alone game. A roll of the die

determines which piece(s) to move while attempting to fill your row with three of the samesized pyramids. Play time is under 15 minutes.





LOONACY

Fast! Frenetic! Fun! Loonacy is the maniacal matching card game where everyone plays at once in order to empty their hand. But you don't have to be the quickest to win. Take a breath. Sometimes strategy outplays speed. Pick the art you like best to decide which version you want to play - they all play the same way!

Loonacy (LOO-062)

This original version has pictures from all the classic Fluxx games. Milk and cookies, a purple car, pizza, a pyramid, a cat, a toaster. This is a sure-fire winner for Looney Labs fans!

Retro Loonacy (LOO-068)

This edition of Loonacy has throwback illustrations that may seem old-timev. but the warp speed play is anything but last year's news.

Mary Engelbreit Loonacy (LOO-088)

This most recent version of Loonacy showcases the adorable artwork of critically acclaimed "Queen of Cute" illustrator, Mary Engelbreit.

You can also play several classic card games with your deck, so don't forget to check out looneylabs.com/more-Loonacy for more information!

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CUSTOM LOONACY

CONSUMERS: If you've been looking for that extra special gift idea, I look no further! Custom Loonacy lets you create a personalized Loonacy deck with any artwork you choose. Buy one... or a hundred. Use them for wedding and party favors, school fundraisers, civic events, even retail promotions. Check out our website (www.customloonacy.com) for base deck ideas, templates, and how to order.

RETAILERS: Do you have a great idea for a deck to fit your audience? Please contact us to discuss how we can turn your idea into a reality!



SYNONYMS

(12 PAIRS)

YOANOOI

TEACHERS: Loonacy decks can be used in the same way as flashcards, but are a lot more fun! You can create decks for math facts, vocabulary, phonics, historic dates, chemistry elements, states and capitals, and more!

LOGO

GOES

HERF

Customize every image in the deck!





TIME TRAVEL GAMES

Imagine being able to change history! You could prevent disasters. Assassinations. Even wars. All in under 45 minutes. Looney Labs' time travel games give you a whole new dimension of fun.

Time Breaker (LOO-100)

In this thought-provoking chase across time, the goal of the game is to find and arrest a notorious chrono-criminal, the Time Breaker, in order to get a

coveted promotion at the Time Repair Agency.





Star Trek Chrono-Trek (LOO-099)

Explore the history (and alternate history) of the *Star Trek* universe when you take on the identity of one of your favorite *Star Trek* characters.

Chrononauts (LOO-009)

Chrononauts is a many-layered time travel game that enables players to alter historic realities on the

20th century timeline and collect artifacts from the past... or the future. One of the great things about Chrononauts is it can be played solo or with up to six people.

Early American Chrononauts (LOO-059)

Time travel moves into another century! It's got everything you love about the original game, now playing in the 1800's. Combine with Chrononauts for a multi-century experience called ÜberChrononauts!



The Gore Years Expansion (LOO-041)

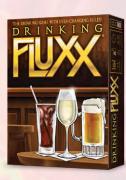
FULLY BAKED IDEAS

Fully Baked Ideas is an imprint of Looney Labs – the adults-only section. It is clearly (and clearly marked) for players over 18. It even has its own website so kids don't accidentally link to it from our main site. The games are all variations of Looney favorites, but with a decidedly "mature" twist. After all, kids shouldn't have all the laugh-out-loud fun. The drinking and toking games will make you giggle, not fight. Adult Mad Libs® is tasteful... no politics or put-downs. One dollar from every sale of Stoner Fluxx is donated to marijuana advocacy groups in the hopes of changing the laws to provide comfort to those with medical needs and reducing the needless incarceration rate.

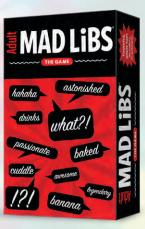
Obviously, you don't need to toke or drink alcohol to play these games. We encourage designating a driver before playing, and switching to water when you've had enough. In other words, play responsibly!



Stoner Fluxx (LOO-420)



Drinking Fluxx (LOO-421)



Adult Mad Libs®: The Game (LOO-423)



Stoner Loonacy (LOO-422)







FAMILY AND

Nanofictionary (LOO-079)

What's your story? Players combine character, setting, problem, and resolution cards to create a unique tale to tell.



Nanofictionary Blanks Expansion (LOO-089)

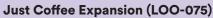
Mad Libs[®]: The Game (LOO-072)

Fill in the funny (noun) in this card game version of the classic activity books.



Just Desserts (LOO-065)

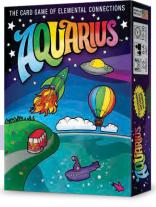
With a kitchen and deck full of mouth-watering offerings, you'll have your hands full making sure everyone gets their just desserts.





Aquarius (LOO-002)

Connect Earth, Water, Air, Fire, and Space domino-style. Easy enough for preschoolers, but engaging for adults (of any age).



PARTY GAMES!

Some games just beg to be played by groups. These fan faves invite multiple generations, BFFs, dudes, tweens, and yeah, even the most jaded teenagers, to sit around a table together and... get seriously Looney.





Choose One (LOO-058)

Bagpipes or kazoos? Window or aisle? Do you know what your friends are thinking?

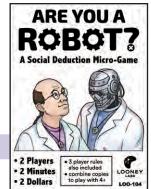


Are You the Traitor? (LOO-037)

A deceptively simple game of good versus evil. Which of your friends can you trust? And why should they trust you?

Are You A Robot? Bundle of 5 (LOO-104-B)

A new two-or-three-player social deduction game! Combine multiple copies for large group fun!





EDUCATIONAL GAMES

Playing and learning are interchangeable at Looney Labs; every game challenges a player's mind while being inherently fun. However, certain games more readily meet specific educational goals, Common Core Standards, subject matter content, or critical thinking objectives. These are ideal games for classrooms, after school programs, or home-school environments.

Please see <u>looneylabs.com/edu</u> for a detailed description of how each game meets these educational goals, as well as suggestions for ways to teach using these games.

You'll also find an "educational saturation level" for each game on the website – our estimate of how deeply students will be engaging in the content while playing and using the skills they need to learn. In most cases, students are constantly practicing the targeted skills, which makes each game an excellent, efficient, and highly engaging way to teach.

SKU	GAME TITLE	GRADES	PLAYERS	MSRP
LOO-084	Anatomy Fluxx	MS/HS/CU	2 to 6	\$16
LOO-002	Aquarius	ECE	2 to 5	\$15
LOO-078	Chemistry Fluxx	HS	2 to 6	\$16
LOO-058	Choose One	ES/MS/HS/CU	3 to 10	\$20
LOO-009	Chrononauts	HS/CU	1 to 6	\$20
LOO-059	EA Chrononauts	HS/CU	1 to 6	\$20
LOO-087	Fairy Tale Fluxx	ES	2 to 6	\$16
LOO-001	Fluxx	ES/MS/HS/CU	2 to 6	\$16
LOO-032	Fluxx Español	MS/HS/CU	2 to 6	\$8
LOO-072	Mad Libs®: The Game	e ES/MS	3 to 8	\$20
LOO-077	Math Fluxx	ES	2 to 6	\$16
LOO-079	Nanofictionary	ES/MS	3 to 6	\$16
LOO-071	Nature Fluxx	MS	2 to 6	\$16
LOO-074	Pyramid Arcade	ECE/ES/MS/HS/CU	1 to 10	\$77
LOO-100	Time Breaker	ES/MS	2 to 5	\$25
LOO-082	Zendo	MS/HS/CU	2 to 6	\$40

ECE = Early Childhood, students in pre-K through grade 2.

ES = Elementary School, students in grades 1 through 6.

MS = Middle School, students in grades 6 through 9.

HS = High School, students in grades 9 through 12.

CU = College or University age students.

CURRICULUM ENHANCEMENT

Fluxx, Looney Labs' signature ever-changing game, comes in many different themes. All versions strengthen comprehension and following directions, and some additionally enhance specific core curriculum.

FLUXX AND STEM SUBJECTS

Math Fluxx (ES)

Mental math mania! Common Core Math Standards 2.0A, 2.NBT.5, 3.0A.7, 4.0A.4, 5.NBT.1.

Nature Fluxx (MS)

We've got the ground covered with this introduction to biology and earth sciences.

Anatomy Fluxx (HS)

From bones to blood vessels, this game of Fluxx is packed with all the body bits that keep you ticking.

Chemistry Fluxx (HS)

Find the solution with this introduction to elements and compounds.

FLUXX AND FOREIGN LANGUAGES

For MS/HS/CU:

- Games in nine different languages are available at store.looneylabs.com – excellent for teaching vocabulary, reading for meaning, conversation, and instructional language.
- These versions are great for English language learners too! Play L1 version first, and then play it in English.



FLUXX AND ENGLISH / LANGUAGE ARTS

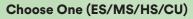
For ES/MS/HS:

- 20+ different themes in print; every version encourages analysis of a text and helps build instructional reading skills.
- Common Core ELA Anchor Standards R1, 2, 3, 4, 5, 6, 9 and SL1, 2, 3, 4.



SPECIAL GROUPS

These three games are key components of many English Language Learner (ELL) and social skills programs because they are so effective in building relevant skills in a fun and meaningful context.



- Teaches players to shift their perspective or point of view.
- Helps to develop conversational skills and deepen comprehension of vocabulary.
- Encourages players to build friendships through relevant interactions with others.

Fluxx (ES/MS/HS/CU)

- Non-threatening way to practice coping with unknowns and change.
- Requires discussion of rules and consensus building.

Mad Libs®: The Game (ES/MS)

- Teaches parts of speech for general education students.
- · Strong vocabulary development for ELL.
- Builds friendships through shared laughter and silliness.



CRITICAL THINKING

Though all of our games encourage critical thinking, these particularly provide meaningful opportunities to guide students to become extremely highly-developed thinkers.



Pyramid Arcade (ECE/ES/MS/HS/CU)

- · Contains 22 games in one box.
- Encourages players to hone the ability to see connections, think logically and creatively, and to make constructive reflections.
- Has enough components to engage an entire classroom at once.

GAMES FOR ALL AGES, GRADES AND SUBJECTS

Our educational games span the full range of ages and grades – Early Childhood (ECE), Elementary School (ES), Middle School (MS), High School (HS), and College or University (CU) – and cover math, English and language arts, science, history and social studies, and foreign language education.



Aquarius (ECE)

- Ideal for multi-age settings.
- Can be played independently by students in pre-K through first grade.
- Allows players to practice counting, sorting, and spatial skills.

Nanofictionary (ES/MS)

- Teaches students story elements in a meaningful context.
- Aids students in creative writing and storytelling skills, and encourages evaluation of good stories.





Early American Chrononauts (HS/CU)

- Together, these two combineable games cover key events in US history from 1770 to 1999.
- · Encourage deep cause and effect thinking.
- Springboard for dynamic classroom discussion.



Zendo (MS/HS/CU)

- Teaches inductive, rather than deductive, logic.
- Encourages systematic experimentation and hypothesis testing during gameplay.
- Requires constant re-evaluation of beliefs aligned with new evidence.

PRODUCT LIST

	Educational Titles	Adult Titles	oansion P	ack
	SKU	GAME TITLE	AGES	MSRP
PHOINE (301) 441-1019	LOO-001	Fluxx	8+	\$16
	₩ LOO-012	Fluxx Blanxx Expansion	8+	\$5
	★ LOO-090	Fluxx Creeper Pack	8+	\$5
	LOO-002	Aquarius	6+	\$15
	LOO-009	Chrononauts	11+	\$20
	₩ LOO-041	Gore Years Expansion	11+	\$5
	LOO-059	Early American Chrononauts	11+	\$20
_	LOO-032	Fluxx Español	8+	\$8
074	LOO-033	Zombie Fluxx	8+	\$16
0 2	LOO-036	Monty Python Fluxx	13+	\$20
Σ	★ LOO-091	Black Knight Expansion	13+	\$5
ark,	LOO-037	Are You the Traitor?	13+	\$15
	LOO-045	Pirate Fluxx	8+	\$16
MAIL	LOO-047	Star Fluxx	8+	\$16
MAIL P.O. Box 761, College Park, MD 20741	LOO-051	Fluxx SE	8+	\$15
	LOO-052	Cthulhu Fluxx	13+	\$16
7 × 0	LOO-053	Pink Hijinks	14+	\$10
. Bo	LOO-057	Monster Fluxx	8+	\$15
O.9	LOO-058	Choose One	8+	\$20
	LOO-062	Loonacy	8+	\$15
	LOO-064	Holiday Fluxx	8+	\$16
۶	LOO-065	Just Desserts	8+	\$16
200	₩ LOO-075	Just Coffee Expansion	8+	\$5
EMAIL thelab@.looneylabs.com	₩ LOO-076	Better With Bacon Expansion	8+	\$5
	LOO-068	Retro Loonacy	8+	\$15
	LOO-070	Firefly™ Fluxx	8+	\$20
	★ LOO-092	Firefly™ Fluxx Upgrade Pack	8+	\$5
	LOO-071	Nature Fluxx	8+	\$16
the	LOO-072	Mad Libs [®] : The Game	10+	\$20
	LOO-074	Pyramid Arcade	8+	\$77
	LOO-077	Math Fluxx	8+	\$16
US	LOO-078	Chemistry Fluxx	8+	\$16
CONTACT	LOO-079	Nanofictionary	8+	\$16
	₩ LOO-089	Nanofictionary Blanks Expansion	8+	\$5
	LOO-080	Doctor Who™ Fluxx	8+	\$20
	₩ LOO-101	13th Doctor™ Expansion	8+	\$5
	LOO-082	Zendo	12+	\$40
	∦ LOO-095	Zendo Rules Expansion #1	12+	\$5

SKU	GAME TITLE	AGES	MSRP
LOO-083	Get the MacGuffin	8+	\$10
₩ LOO-096	Plan C Expansion	8+	\$5
LOO-084	Anatomy Fluxx	12+	\$16
LOO-085	Star Trek Fluxx	8+	\$20
LOO-086	Star Trek: TNG Fluxx	8+	\$20
₩ LOO-094	Star Trek Bridge Expansion	8+	\$5
LOO-098	Star Trek: DS9 Fluxx	8+	\$20
LOO-099	Star Trek Chrono-Trek	11+	\$25
LOO-087	Fairy Tale Fluxx	8+	\$16
LOO-088	Mary Engelbreit Loonacy	8+	\$15
LOO-100	Time Breaker	8+	\$25
LOO-102	Marvel Fluxx Specialty Edition	8+	\$20
LOO-103	Jumanji Fluxx Specialty Edition	8+	\$20
LOO-104-B	Are You A Robot? Bundle (pack of 5)	5+	\$10
LOO-420	Stoner Fluxx	18+	\$20
LOO-421	Drinking Fluxx	21+	\$25
LOO-422	Stoner Loonacy	18+	\$20
LOO-423	Adult Mad Libs®: The Game	18+	\$20
LOO-424	Amsterdam Coffeeshops (book)	18+	\$40

FOR RETAILERS: MOQ = 1 game unless otherwise specified.

Looney Labs – <u>looneylabs.com/retailers</u> | (301) 441-1019 ACD Distribution – <u>acdd.com</u> | (800) 767-4263 Alliance Games – <u>alliance-games.com</u> | (800) 669-4263 GTS Distribution – <u>GTSdistribution.com</u> | (425) 249-7066 Lion Rampant – <u>lionrampantimports.com</u> | (905) 572-6446

- **Continuum Games orders@continuumgames.com | (877) 405-2662
- **R&M Distribution <u>rmdistributors.net</u> | (925) 356-0110
- **International Distributors <u>looneylabs.com/international-distributors</u>
- **Schylling (MOQ = 5 games, Mad Libs®: The Game only) schylling.com

Additionally, get a FREE colorful display box when you buy six copies of our little box games, and don't forget to visit Looneylabs.com/retailers to discover more information!

FOR CONSUMERS:

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To find a store near you, don't forget to check out <u>roster.looneylabs.com</u>. To buy our games online, please visit <u>store.looneylabs.com</u>!



^{**} Denotes that distributor has only some Looney Labs games available.