

Looney Labs Media Fact Sheet

Quick information in bulletized form
see other side for Q & A

Media contacts

Kristin Looney
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Andrew Looney
Chief Creative Officer
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Company and Founder Info

Looney Labs, Inc.

- Founded in 1996 by Andy and Kristin Looney
- Still operated by the founders
- Card games proudly manufactured in the USA
- Focuses on easy to learn, easy to play games
- Best-selling product: Fluxx family of card games have sold well over two million copies
- We've won lots of awards. People love us, and love our games. They really, really love our games!
- Mission: To Create Fun!

Andrew Looney, Chief Designer

- Co-founder of the company
- Worked as a software engineer at NASA (some of his programs flew in space!)
- Lives on the creative side of the company
- Creates most of the company's games
- Trivia: Years ago, Andrew wrote a novel called The Empty City where he described a game that ultimately became the Looney Pyramids.

Kristin Looney, Business Czar

- Co-founder of the company
- Worked as an Electronics Engineer at NASA and IT manager in aerospace
- Handles business and marketing sides of the company
- Cares for the ever-growing community of "Looney Game Techs" the world-wide volunteer community
- Trivia: Kristin appeared on national TV at 16, solving a Rubik's Cube in 35.50 seconds!

Why People Love our Games

- **Affordable Portable Fun** - Laugh out loud fun for everyone that's easy on your wallet. Our games can go anywhere at anytime. They are Little Boxes of Fun!
- **Multi-Generational Appeal** - Five-year olds and 40-someings can play together, have fun, and still be competitive & challenged. A 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, and describe 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.

Licensed Brands

- We have partnered with many popular brands to make licensed versions of our games. These currently include: Monty Python, Batman, Adventure Time, Regular show, Cartoon Network, and Uglydolls.



Please include this statement in your reporting!

Look for Looney Labs Games at your Local
Neighborhood Game Store - find a store
near you at <http://roster.looneylabs.com>



**LOONEY
LABS**

Game design isn't rocket science but we use NASA engineers anyway

Welcome to you, our media friends! We know that you're in a hurry, so let's jump straight into the important Questions and Answers. If you're in a BIG hurry, or just like bullet lists, turn this sheet over for similar information in bulletized form.

- Q:** Who's your media contact? **A:** Kristin Looney (media@looneylabs.com, 301-441-1019). Contact her to arrange interviews, request review product, or to hear more about the company.
- Q:** Is "Looney" really your last name? **A:** Yes, Andrew's last name is really "Looney." So is Kristin's, but that was her choice when she married Andy over 25 years ago.
- Q:** Are you serious about the whole NASA thing? **A:** Absolutely! Kristin spent her first 15 years after college working as an Electronics Engineer at NASA and an IT Manager in the aerospace industry. Meanwhile, Andy worked as an engineer at NASA, and actually wrote software that flew in space. So yes, we're really rocket scientists.
- Q:** What games do you make? **A:** Most people know us for the award-winning Fluxx line of card games. We have over a dozen versions and they have been translated into almost a dozen languages. We also make other exciting card games that are great for families, like Just Desserts, Chrononauts, and Mad Libs: The Game, and our pyramid games are now a boxed set called Pyramid Arcade. Visit our website (looneylabs.com) to see the complete list.
- Q:** You've sold a lot of Fluxx? **A:** Well over two million copies and counting! Fluxx is the card game of ever-changing rules. Due of the nature of the game, Fluxx has a very high replay value because it never plays the same way twice.
- Q:** You mentioned awards. Which ones did you win? **A:** Fluxx and Zendo both won the prestigious Mensa Select award. Treehouse was awarded the Origins Award for Best Board Game. Zombie Fluxx and Chrononauts both received the Origins Award for Best Traditional Card Game and we've received numerous other Origins award nominations (that's the game industry's equivalent of an Academy Award nomination -- it's a big thing by itself), five listings in the prestigious Games Magazine "Games 100" list, and a pair of Parent's Choice Silver Honors.
- Q:** Where can my readers find Looney Lab Games? **A:** Our games are sold by hobby game stores throughout the country! Please include this statement in your reporting: Look for Looney Labs Games at your Local Neighborhood Game Store - find a store near you at <http://roster.looneylabs.com>
- Q:** Are your games really made in the USA? **A:** Yes! All of our card games are made in Battle Creek, Michigan. Even better, all of our packaging is 100% recycled material with 35% post-consumer waste. We did recently have to move our molded pyramid production from Baltimore MD to China.
- Q:** Anything else to make my readers say 'wow'? **A:** Hmm... well, there's the whole NASA thing, but you already heard about that. When Kristin was 16, she appeared on the national TV show That's Incredible, where she solved a Rubik's Cube in 35.50 seconds. And Andrew wrote a novel, where he described an addictive game that used pyramids for pieces. That imaginary game ultimately became the real-life games Treehouse and Icehouse.
- Let us know what questions we can answer for you!**