

Retailer Newsletter



TODAYS STORIES

- 1) Just Coffee - GAMA Promotion
- 2) New: Math / Chemistry / Nanofictionary
- 3) We have a new Educational Catalog!
- 4) Fully Baked Ideas - Adult Games
- 5) New: Drinking Fluxx / Adult Mad Libs
- 6) Also this fall... Happy Flowers!
- 7) Survey to get launch kits
- 8) Pyramid Arcade - NOT sold on Amazon!



GAMA SPECIAL **FREE COFFEE**



Buy 6

Just Desserts

Get 12



**Just Coffee
Expansions**

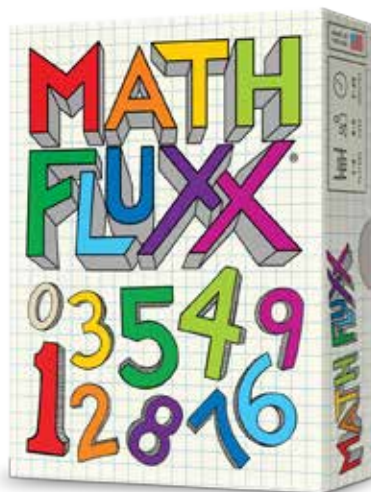
A \$60 retail value
on a \$108 purchase!

Deadline: 3/30/17

**Also buy:
Better with
Bacon!**



New from Looney Labs in 2017



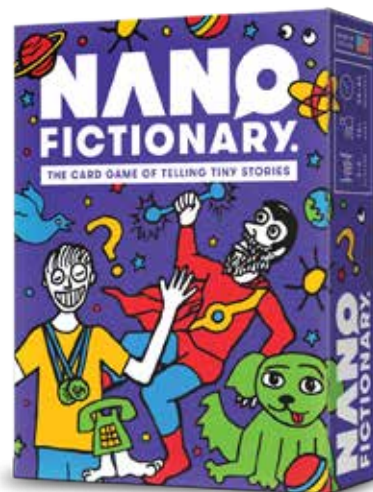
Math Fluxx

MSRP: \$16
SKU: LOO-077
DATE: 03/9/2017



Chemistry Fluxx

MSRP: \$16
SKU: LOO-078
DATE: 05/25/2017



Nanofictionary

MSRP: \$16
SKU: LOO-079
DATE: 08/17/2017



Check out our new

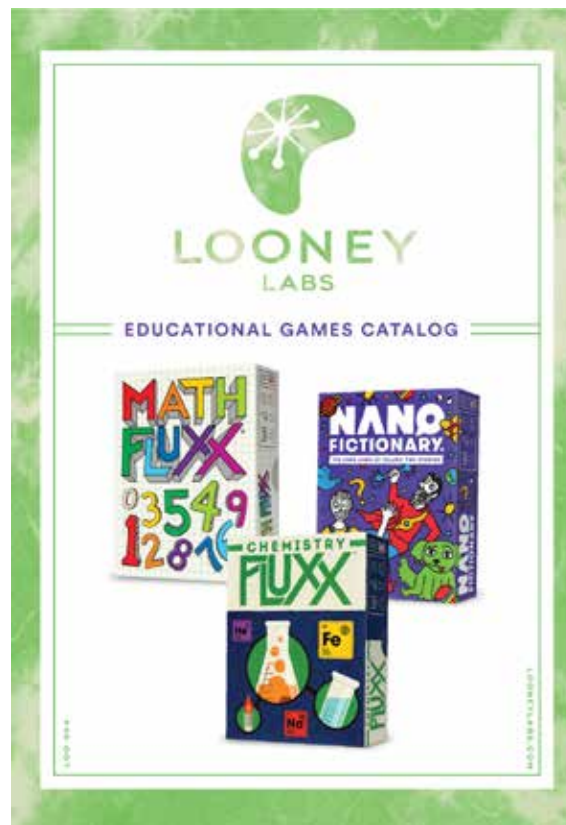
Educational Catalog!

If your customers care about the educational value in games, be sure you check out our new Educational Catalog! Pick up physical copies of the catalog from our booth at GAMA, or ask via email and we will send some out to you. A PDF is also available here online:

LooneyLabs.com/EDU

Beyond the catalog link, this new website contains details on each game including common core standards, specific subject-matter content, and critical thinking development.

Soon you will find links to lesson plans, teacher blogs, and mommy & daddy blogs!



New from



NOTE: Please help us to keep our adult product line separate from our family games by using the Fully Baked Ideas logo and hashtag in all your advertising and social media efforts. Please do not associate "Looney Labs" with this line. Thank you!



Drinking Fluxx

MSRP: \$25
SKU: LOO-421
DATE: 07/24/2017



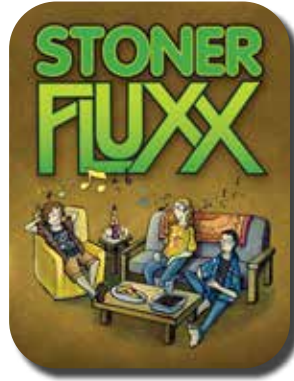
**Adult Mad Libs®:
The Game**

MSRP: \$20
SKU: LOO-423
DATE: 06/22/2017



Stoner Loonacy

MSRP: \$14
SKU: LOO-422
DATE: 05/25/2017



Stoner Fluxx

MSRP: \$20
SKU: LOO-420

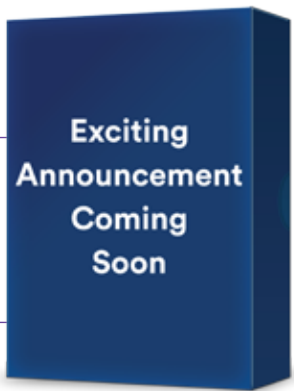
Also available from
Fully Baked Ideas:

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Also coming this fall from Looney Labs



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**Ask for more
details...**
*



Be Sure You Take Our Retailer Survey!

We will be sending 3 big mailings of free items this year - but ONLY to retailers who respond to this survey.

LooneyLabs.com/2017-SURVEY



Pyramid Arcade

In stores November 3, 2016

Pyramid Arcade is a complete game library in one box.

Inside you'll find everything you need to play 22 different abstract strategy 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 amazing.

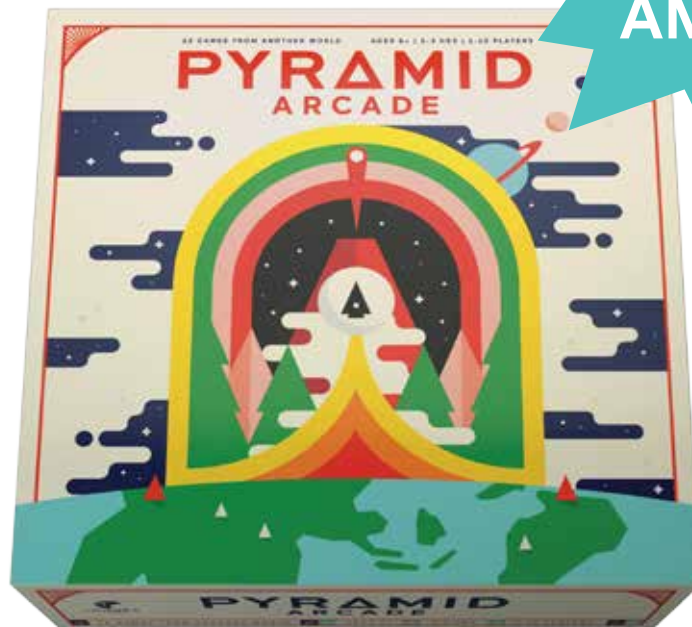
Please keep Pyramid Arcade in stock in your store!

Pyramid Arcade is special. It is the biggest, most beautiful thing we have ever created and we want to give it time to shine and become an evergreen product for sale in game stores. To help ensure this, we are experimenting with a new sales model - just for this one game - PYRAMID ARCADE is NOT for sale online on AMAZON or any other online game store.

We are dedicated to helping you promote and sell this boxed set of amazing games. These games thrive in a community setting... ask your distributor for a demo copy at a 70% discount - LOO-DC-074 - and check out the Pyramid Flyer link to create a custom PDF with your stores contact info! We are working hard to get pyramid fans helping to promote their local store to friends and family with these flyers!

LooneyLabs.com/pyramid-arcade-flyer

NOT
for sale on
AMAZON



MSRP: \$77
SKU: LOO-074

