

For Immediate Release

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LOONEY LABS IS PLEASED TO ANNOUNCE A PARTNERSHIP WITH BELOVED ARTIST MARY ENGELBREIT

**Mary Engelbreit's Highly Recognizable Artwork Will be Debuting on
New Games in the Looney Labs Best-Selling Fluxx® and Popular Loonacy
Lines at New York Toy Fair February 17-20, 2018**

College Park, MD – Mary Engelbreit is an award-winning artist, known across the world for her unique style and sense of humor. Her images have adorned more than 6,500 products including greeting cards, calendars, mugs and t-shirts, and she has achieved more than \$1 billion in lifetime retail sales. Looney Labs is excited to partner with this artistic genius in the creation of a new game in their highly successful Fluxx line, which has sold over 3 million copies; and a new game in their Loonacy line, Looney Labs' second largest brand that is loved by gamers and non-gamers alike. These new games will debut at New York Toy Fair and will be available Fall 2018.

"We're so excited to be partnering with Mary Engelbreit," said Looney Labs CEO Kristin Looney. "The upbeat whimsy in her artwork fits well with Looney Labs' hippie style, and her focus on empowering women is something we care deeply about. Though Mary Engelbreit is not well known among gamers, her broad appeal fits well with our goal to broaden our market, particularly to include more women, families, and casual gamers. Looney Labs makes gateway games, and Mary Engelbreit's artwork will help us bring fun to more people than ever before!"

Looney Labs is based in College Park, Maryland, and was founded in 1996. Looney Labs designs, produces, and markets award winning specialty card and board games. Husband and wife team Andy and Kristin Looney believe that fun is one of the most important things they create while people are playing their games! Looney Labs is a woman owned and operated company, and all Looney Labs card games are made in the USA using recycled materials whenever possible. Andy

Looney designs all their games, from those with lighter play, like Fluxx, Loonacy, and Just Desserts, to more strategic games like Chrononauts and Pyramid Arcade. To learn more about Looney Labs and to see a complete listing of all their games visit [Looney Labs](#).

Over 40 years ago, Mary Engelbreit launched her own company with a strong desire for creative freedom and a line of 12 greeting cards. The head of a highly successful business bearing her name, Mary is one of the country's premier designers and artists. She is known throughout the world for her distinctive illustration style and design sensibility, modestly referred to as "eclectic traditional". Mary's signature art, imbued with spirited wit and warmth, appears on thousands of products, including greeting cards, books (design, gift, children's, cooking, home and art), calendars, stationery, fabric, crafts, kitchen accessories, dinnerware and other home décor items.

Mary was born and raised in St. Louis, Missouri, and still lives there with her family and pets. Learn more about Mary at www.maryengelbreit.com.

The Looney Labs license was created with the help of The Brand Liaison as licensing agent for Mary Engelbreit. The Brand Liaison is currently working on licensing deals in a variety of consumer products including apparel, pajamas, accessories, home décor, bedding, hydration, melamine and much more. For more information on Mary Engelbreit Licensing, please contact Paul Cohen at The Brand Liaison: Paul@TheBrandLiaison.com

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