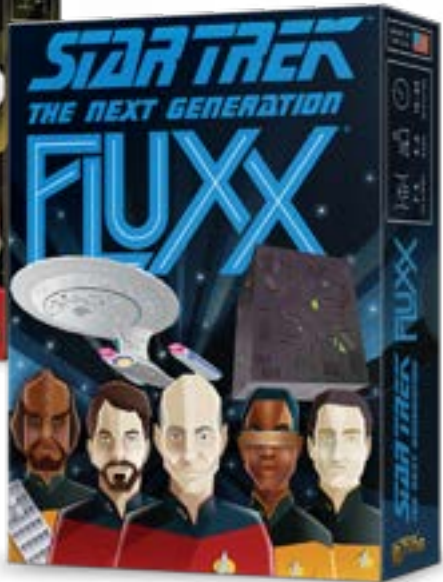




LOONEY LABS

PRODUCT CATALOG



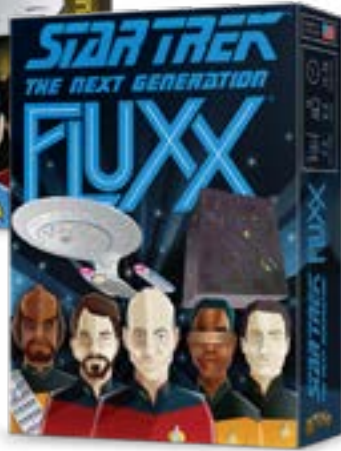
JUNE 2018

LOO-902

LOONEYLABS.COM

GEEK CULTURE BRANDS

Fluxx® is our biggest hit – over 3M sold!



Available 8/2/18

Star Trek Fluxx
Star Trek: The Next Generation Fluxx

LOO-085
LOO-086



Doctor Who Fluxx LOO-080



Monty Python Fluxx LOO-036



Star Fluxx LOO-047



Pirate Fluxx LOO-045



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GAMES FOR ADVENTURERS

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Expansion Packs!
(See page 13)



Batman™ Fluxx LOO-067



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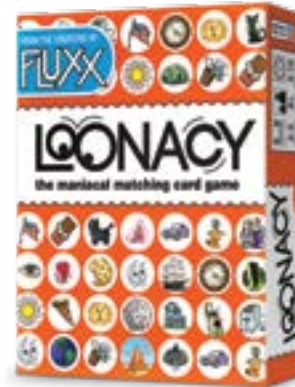
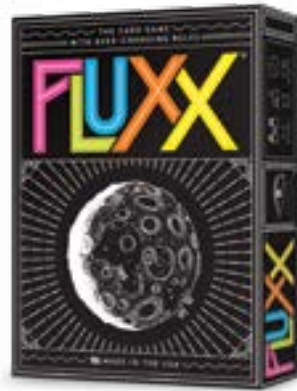
Are You The Traitor? LOO-037



Zombie Fluxx LOO-033

GAMES FOR THE

WHOLE FAMILY



Fluxx LOO-001

Loonacy LOO-062

Mad Libs®: The Game LOO-072



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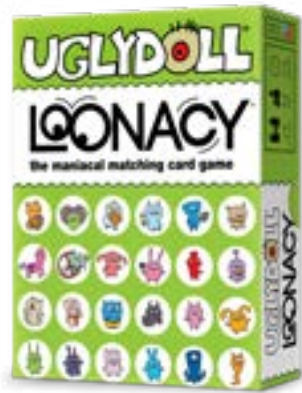
Holiday Fluxx LOO-064



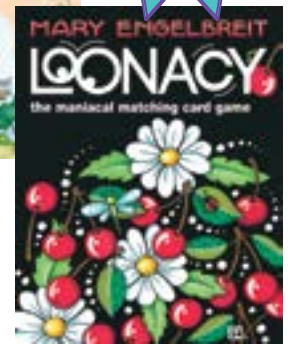
Choose One LOO-058



Fairy Tale Fluxx LOO-087
Mary Engelbreit Loonacy LOO-088



Uglydoll® Loonacy LOO-073



SMART GAMES

HISTORY



Early American Chrononauts LOO-059



Chrononauts LOO-009



Gore Years LOO-041

MATH



Aquarius LOO-002



Math Fluxx LOO-077

SCIENCE



Anatomy Fluxx LOO-084

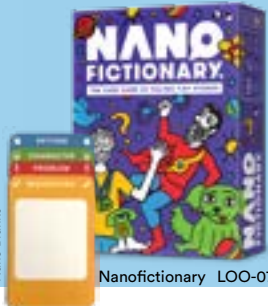


Chemistry Fluxx LOO-078



Nature Fluxx LOO-071

LANGUAGE ARTS



Nano Blanks LOO-089

Nanofictionary LOO-079



Mad Libs®: The Game LOO-072



Fairy Tale Fluxx LOO-087



FOR SMART PEOPLE

CRITICAL THINKING



Pyramid Arcade LOO-074



Zendo LOO-082



Pink Hijinks LOO-053

SOCIAL SKILLS



Choose One LOO-058



Fluxx LOO-001

FOREIGN LANGUAGE

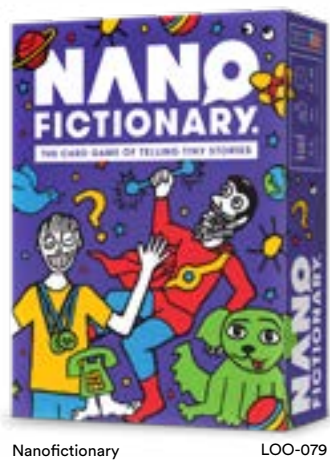
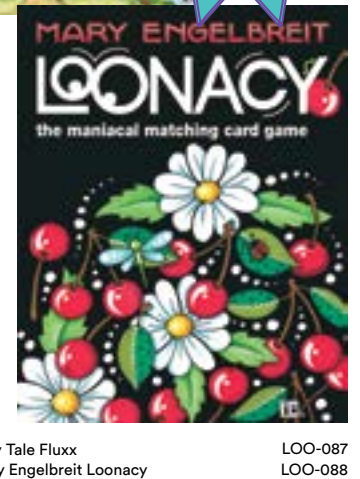
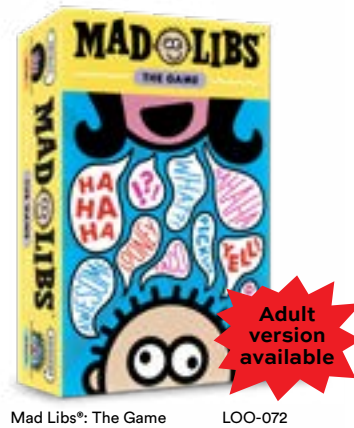


Fluxx Español LOO-032

For more about our educational line, including standards alignment, visit looneylabs.com/edu

GREAT TITLES FOR

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PLUS OUR BRANDED GEEK CULTURE TITLES!

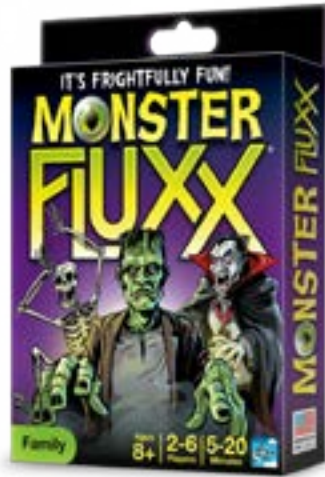


EXCELLENT CHOICES

FOR MASS MARKET



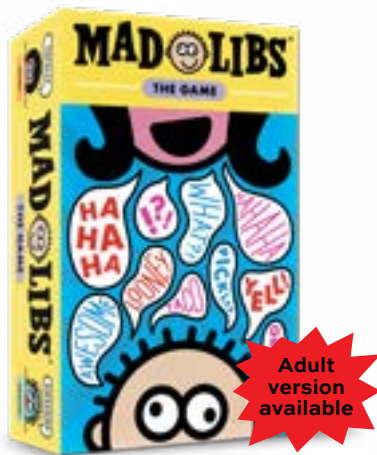
Fluxx Special Edition LOO-051



Monster Fluxx LOO-057



Get the MacGuffin LOO-083

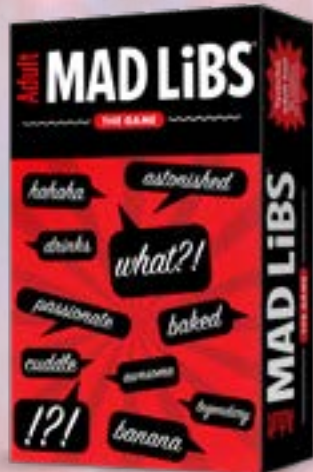


Mad Libs*: The Game LOO-072

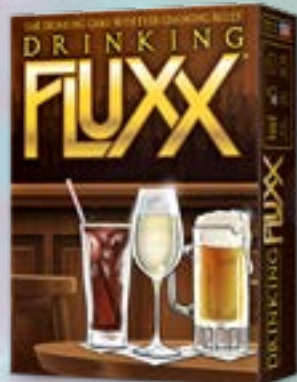


Mary Engelbreit Loonacy LOO-088

ADULT TITLES FROM FULLY BAKED IDEAS



Adult Mad Libs®: The Game LOO-423



Drinking Fluxx LOO-421



Stoner Loonacy LOO-422



Stoner Fluxx LOO-420

Fully Baked Ideas is an imprint of Looney Labs, a family game publisher. We decided to publish our adult oriented games under a separate imprint to make sure children weren't accidentally exposed to adult themes. You can find information about our adult games at www.fully-baked-ideas.com.

Please help us to keep our adult product line separate from our family games by using the Fully Baked Ideas logo and hashtag, rather than Looney Labs, in all your advertising and social media efforts. Thank you!



EXPANSION PACKS!

Be sure to stock up on stocking stuffers for the holidays! Expansion packs are easy impulse buys that boost sales, are visually appealing at the register, and increase interest in the base game. And this summer, Looney Labs will add SIX NEW expansions to its current line! Below is the full list of expansions that will be available this summer.



SKU	TITLE	BASE GAME	MSRP
LOO-012	Fluxx Blanxx	Any Fluxx	\$5
LOO-041	The Gore Years	Chrononauts	\$5
LOO-075	Just Coffee	Just Desserts	\$5
LOO-076	Better With Bacon	Just Desserts	\$5
LOO-089	Nanofictionary Blanks	Nanofictionary	\$5
LOO-090	Creeper Expansion	Fluxx 5.0	\$5
LOO-091	Black Knight Expansion	Monty Python Fluxx	\$5
LOO-092	Firefly™ Upgrade Pack	Firefly™ Fluxx	\$5
LOO-094	Star Trek Bridge Expansion	Both Star Trek Fluxxes	\$5
LOO-095	Zendo Rules Expansion #1	Zendo	\$5

CUSTOM LOONACY

We are so excited to announce a secret project we've been working on with our friends at The Game Crafter! We are taking a big leap with our Custom Loonacy business and creating a full-service web portal so that anyone can create customized Loonacy decks with any artwork they choose! And they can buy them in quantities as low as a single copy! The portal will go live later this year, and will feature some base decks to get you started. There will be a gamer version, a wedding version, and several educational possibilities. After that, the sky's the limit. Let your imagination go wild! Stay tuned for more details soon!



LOONEY LABS PRODUCT LIST

MAIL: 4920 NIAGARA RD #405 | COLLEGE PARK, MD 20740

ONLINE: LOONEYLABS.COM

PHONE: 301.441.1019

CONTACT US

SKU	NAME	AGES	MSRP
FLUXX® GAMES			
LOO-001	Fluxx	8+	\$16
LOO-032	Fluxx Español	8+	\$8
LOO-033	Zombie Fluxx	8+	\$16
LOO-036	Monty Python Fluxx	13+	\$20
LOO-045	Pirate Fluxx	8+	\$16
LOO-047	Star Fluxx	8+	\$16
LOO-051	Fluxx SE	8+	\$15
LOO-052	Cthulhu Fluxx	13+	\$16
LOO-057	Monster Fluxx	8+	\$15
LOO-064	Holiday Fluxx	8+	\$16
LOO-067	Batman™ Fluxx	8+	\$20
LOO-070	Firefly™ Fluxx	8+	\$20
LOO-071	Nature Fluxx	8+	\$16
LOO-077	Math Fluxx	8+	\$16
LOO-078	Chemistry Fluxx	8+	\$16
LOO-080	Doctor Who Fluxx	8+	\$20
LOO-084	Anatomy Fluxx	12+	\$16
LOO-085	Star Trek Fluxx (8/2/18)	8+	\$20
LOO-086	Star Trek: TNG Fluxx (8/2/18)	8+	\$20
LOO-087	Fairy Tale Fluxx (9/6/18)	8+	\$16
OTHER LOONEY LABS GAMES			
LOO-002	Aquarius	5+	\$15
LOO-009	Chrononauts	11+	\$20
LOO-019	Are You A Werewolf?	12+	\$10
LOO-037	Are You The Traitor?	13+	\$15
LOO-053	Pink Hijinks	8+	\$12
LOO-058	Choose One	8+	\$20
LOO-059	Early American Chrononauts	11+	\$20
LOO-062	Loonacy	8+	\$15
LOO-065	Just Desserts	8+	\$16
LOO-068	Retro Loonacy	8+	\$15
LOO-072	Mad Libs®: The Game	10+	\$20
LOO-073	Uglydoll® Loonacy	8+	\$15
LOO-074	Pyramid Arcade	8+	\$77
LOO-079	Nanofictionary	8+	\$16
LOO-082	Zendo	12+	\$40
LOO-083	Get the MacGuffin	8+	\$10
LOO-088	Mary Engelbreit Loonacy (9/6/18)	5+	\$15
FULLY BAKED IDEAS GAMES			
LOO-420	Stoner Fluxx	25+	\$20
LOO-421	Drinking Fluxx	21+	\$25
LOO-422	Stoner Loonacy	25+	\$14
LOO-423	Adult Mad Libs®: The Game	18+	\$20

WHY LOONEY LABS?



Looney Labs has a 22-year history, with a commitment to quality, community, and FUN! We are a small, woman owned and run business based in College Park, MD.

All of our card games are made in the USA and use recycled materials whenever possible.



Furthermore, all of our games are fully safety tested and play tested for maximum enjoyment!



***Get a FREE colorful display box when you buy six copies of our little box games

WHERE TO BUY

CONSUMERS

To find a store near you, visit roster.looneylabs.com

To buy our games online, visit store.looneylabs.com

RETAILERS

ALL GAMES (MOQ=1 game***)

Looney Labs	LooneyLabs.com/Retailers	(301) 441-1019
ACD Distribution	www.acdd.com	(800) 767-4263
Alliance Games	www.alliance-games.com	(800) 669-4263
GTS Distribution	www.GTSdistribution.com	(425) 249-7066
Lion Rampant	lionrampantimports.com	(905) 572-6446

SOME GAMES AVAILABLE (MOQ=1 game***)

Continuum Games	orders@continuumgames.com	(877) 405-2662
R&M Distribution	rmdistributors.net	(925) 356-0110
International Distributors	looneylabs.com/international-distributors	

MAD LIBS®: THE GAME (MOQ=5 games)

Schylling	www.schylling.com
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7 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-somethings 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."

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!

Quick Play Time

Games play in only 5 to 45 minutes – if you can put them down and not play again and again!

Having Fun Improves Learning

Research shows that students learn best when they are physically engaged, having fun, and using the content in meaningful ways. Games really do improve learning and retention!

Award Winning Game Design

Our game designer, Andrew Looney, has created a legacy of award-winning fun that won't disappoint!



FLUXX & ZENDO



AQUARIUS, FLUXX & CHRONONAUTS



LOONACY



AQUARIUS & FLUXX SE



PYRAMID ARCADE & ZENDO



MAD LIBS®: THE GAME, NANO & CHRONONAUTS



CHRONONAUTS, ZENDO, FLUXX, ZOMBIE FLUXX & ARE YOU THE TRAITOR?



CHOOSE ONE & RETRO LOONACY



MATH FLUXX, JUST DESSERTS, ARE YOU THE TRAITOR?, LOONACY & UGLYDOLL® LOONACY



ZENDO & PYRAMID ARCADE