

RETAILER NEWSLETTER

GAMA Trade Show – March 2022



GAMA SHOW SPECIAL!



An additional 10% off regular pricing for both Fluxx 5.0 and the newly released Fluxx Remixx! Offer good through ACD or automatically applied through Looney Labs' Shopify store.

Fluxx Remixx is an alternate base game for those who want a little more complexity. Fluxx 5.0 sells four times the volume of any other individual Fluxx title, and we expect Fluxx Remixx to sell quite well also as an alternate base game. Put the two side by side in your store and let us know what happens!

HOW TO USE YOUR DEMO COPY

Demo Copy

ACD is including free demo copies as well as shelf talkers with orders while supplies last. If you'd like a copy, be sure to check in with ACD soon.

Some possible uses for demo copies:

- Use it to show your staff the game and top selling points (see shelf talker)
- Put it out on a demo table and use the shelf talker as a table tent.
- Add it to your library for in-store try-before-you-buy or take-home rentals.
- Place it in the display with the game so that customers can see what cards are included.
- Do you have more ideas? Let us know!

WEDNESDAY GAME NIGHT

Come play with us on Wednesday for Game Night!

We'll be playing our 2022 new releases: Fluxx Remixx, Olympus Fluxx, and Olympus Loonacy, as well as the fan favorite Pyramid Quartet games!



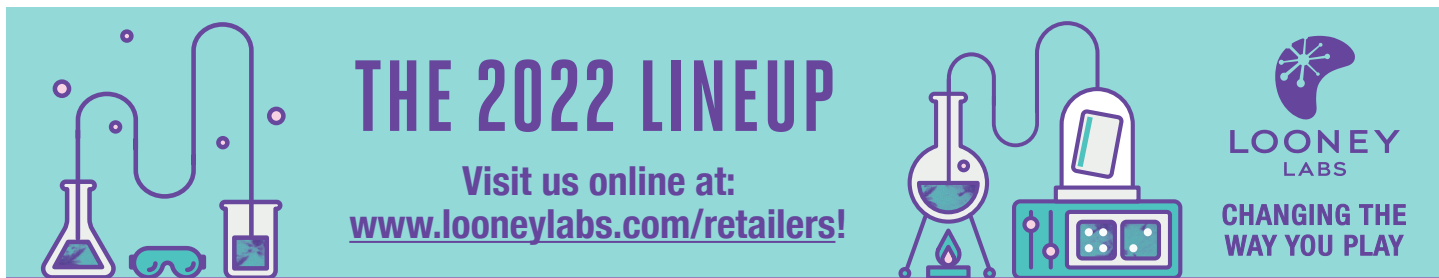
CONSTRUCTION ZONE



During the pandemic, Looney Labs had an opportunity to update our business software! We rolled out a new Shopify

portal for retailers in May 2021, which includes everything in distribution, plus some direct-to-retail only products, and our Master Spreadsheet that is handy for setting up POS systems. Even if you don't plan to order direct often, please set up an account so you have access to special items. Let us know if there are any features you would like us to consider for future upgrades! We also moved into a new accounting system, so please let us know if you experience any invoicing issues, or if our new invoices are missing a piece of information you need.

The next big thing, we will begin using HubSpot as our CRM in April 2022. You may receive some automated customer service or marketing from our new system, which we are calling MOM (Marketing Opportunity Manager). MOM will help us take care of all your needs in a timely fashion, and we hope that you will enjoy the benefits of our newest "robot." We'd love any feedback you have for us as we attempt to balance efficiency with personalized service. Thanks for your patience as we evolve and grow!



THE 2022 LINEUP

Visit us online at:
www.looneylabs.com/retailers!

**LOONEY
LABS**
**CHANGING THE
WAY YOU PLAY**

FLUXX REMIXX

What do you get when you start with the familiar Keepers from Fluxx and reimagine everything else? Fluxx Remixx! This version of the base game is intended to be a little more advanced and a little more chaotic than the “milk and cookies” version. With a whole new slate of Goals to work toward and New Rules, Actions, and Surprises that keep things hopping, you can be sure zaniness will ensue! And since this is a “remix,” it’s got musical references throughout, just for the fun of it. Here comes the sun!

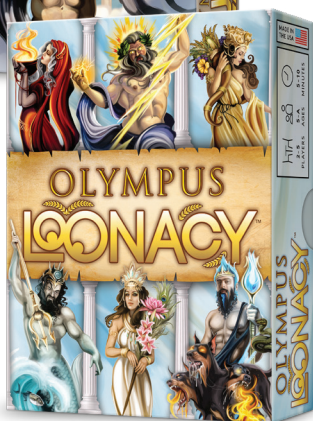
SKU: LOO-124 | **UPC:** 850023181169 | **Street Date:** March 3rd



OLYMPUS FLUXX

Get ready to Fluxx things up with the deities on Mount Olympus! Yes, the classic game of ever-changing rules is taking on the classics of Greek and Roman mythology! Twenty-one of the best-known mythological characters are included, each beautifully depicted in stunning new illustrations by Echo Chernik! Party with the pantheon of gods and goddesses of ancient Greece – but be sure to use their Roman names instead if the New Rule “Roman Times” is in play! Zeus demands that you join in the fun!

SKU: LOO-121 | **UPC:** 850023181138 | **Street Date:** May 5th



OLYMPUS LOONACY

The maniacal matching fun of Loonacy has reached the peak of Mount Olympus! This version of the high-speed card game features all the greatest deities and heroes of Greek and Roman mythology, each beautifully depicted in stunning new illustrations by Echo Chernik! To win, be the first to empty your seven-card hand by matching up the gods and goddesses. Aphrodite says you’ll love it!

SKU: LOO-123 | **UPC:** 850023181152 | **Street Date:** May 5th

NEW EXPANSIONS FOR ANY FLUXX!

Street Date: July 7th

MORE RULES: **SKU:** LOO-119 | **UPC:** 850023181107

Includes 10 fun, lesser-seen New Rules, plus 3 Meta Rule cards!

MORE ACTIONS: **SKU:** LOO-120 | **UPC:** 850023181114

Includes 10 powerful fan favorites that will spice up any game!

MORE SURPRISES: **SKU:** LOO-118 | **UPC:** 850023181091

Includes the 4 original Surprises, 4 rarer ones, and 2 all-new cards!

