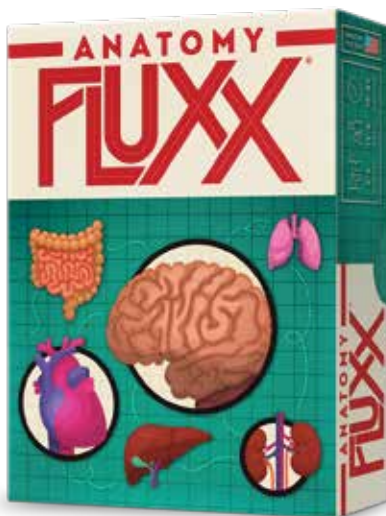


Retailer Newsletter

New for 2018!



April 5, 2018



April 5, 2018

Be sure you order
your event kit.
Details on back!

EXPANSIONS!

- Nanofictionary Blanks
- Creeper Expansion
- Black Knight Expansion
- Firefly™ Fluxx Expansion

Q3 2018



August 2, 2018



Q3 2018

And did you see Doctor Who Fluxx and Zendo in late 2017?

We Support Our Retailers!

We believe strongly in giving retailers everything they need to succeed at selling our games. Here are some of the things we have been working on recently to better equip retailers for success:

- First and foremost, making an awesome line up of games! We've got pop culture branded games, family games, educational games, and deep logic/strategy games... something for everyone! To see the full catalog of great titles, go to: looneylabs.com/2018-catalog
- Working with distributors to ensure our games are never out of stock
- Featuring great stores in our newsletter that goes out to 20 thousand consumers monthly. If you'd like your store to be featured, place a request here: looneylabs.com/please-feature-my-store
- Building buzz on Facebook, Twitter, Instagram, and Pinterest for all things Looney Labs!
- Creating marketing materials for retailers to use in their stores, on their websites, and on their social media feeds. We've got posters, rule sheets, quick start guides, TV images, training videos, in-store silent videos, product images, product and company logos, sell sheets, banner ads, and social media images all available at the click of a button right here: looneylabs.com/retailers
- Creating a Get the MacGuffin launch kit that will really help get the word out about this addicting game with the \$10 MSRP price tag! We believe this is a game that nearly every one of your customers will enjoy, and we've got the support you need to make sure they all buy one! (See article below for details...)
- Some not-quite-ready-to-announce fun ways to boost *Star Trek Fluxx* and *Star Trek: TNG Fluxx* sales in Q3 and stocking stuffer sales in Q4... stay tuned for details!

Get the MacGuffin Event-Within-an-Event Kits on Sale NOW!

We're so excited about our newest game, Get the MacGuffin, and we think you will be, too! It's quick, easy to learn, and has a great price point! To help you sell a ton of these games, we have created a no-brainer event kit. At only the price of the saleable copies included, you get:

- 5 saleable copies
- 1 demo copy
- 1 cover art poster
- 2 bathroom posters
- 50 promo cards
- 1 Quick Start Guide
- 1 letter with super easy ways to use the kit
- The ability to sell these copies on receipt, before the official April 5th street date

**Brick & Mortar
Stores ONLY**

**You get
to sell
the games
early!**

This kit is available NOW and can be purchased through us directly or through these five distributors: ACD, Alliance, Esdevium, GTS, Lion Rampant.

If you have not done so already... please order your kit here at the show!

Contact Us

Phone:
301.441.1019

Email:
retailers@looneylabs.com

Web:
www.looneylabs.com/retailers