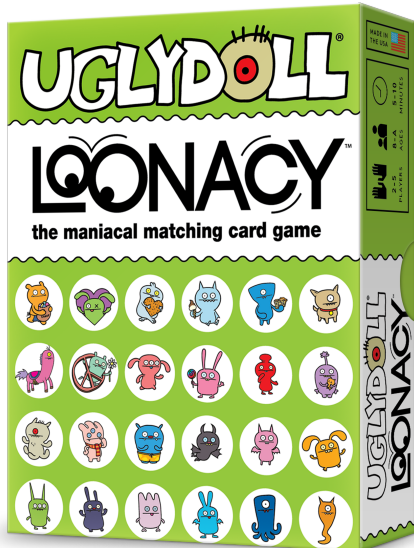




## **FOR IMMEDIATE RELEASE**

### **Pretty Ugly™ Grants License to Looney Labs**

Green Brook, NJ – November, 2015 - Pretty Ugly™, LLC owner of the UGLYDOLL™ brand, is pleased to announce their recent partnership with Looney Labs®, creators of Fluxx®, Just Desserts® and the fast paced matching game Loonacy®.



"As an artist driven brand, UGLYDOLL maintains a diverse and colorful art portfolio, which translates well into new product categories. We are so excited to be partnering with Looney Labs to create the UGLYDOLL LOONACY card game, the perfect match!" says Drew Matilsky, Managing Partner of Pretty Ugly LLC.

"The Uglydoll collection is the perfect fit for Loonacy, and we are excited to be including eight brand new characters! Uglydolls are adorable, and have taken over our office and our hearts," stated Andy Looney, Chief Creative Officer of Looney Labs.

#### **UGLYDOLL & Pretty Ugly, LLC**

David Horvath & Sun-Min Kim created the first UGLYDOLL hand-sewn plush toy in 2001. Since the inception of the first character, Wage™, who David drew on a love letter to Sun-Min, UGLYDOLL has grown into an entire universe of characters, stories, and products for all ages.

The UGLYDOLL brand was launched in 2002 by Pretty Ugly, LLC in New Jersey. The property is distinguished by David & Sun-Min's unique aesthetic and voice defining 'ugly' as distinctive and unique. The award-winning UGLYDOLL characters appear in a variety of toys, books, apparel, and other licensed products that are available in thousands of stores, worldwide. For more information, please visit [www.uglydolls.com](http://www.uglydolls.com).

#### **Looney Labs**

Looney Labs was founded in 1996 by Kristin & Andrew Looney, a husband and wife team that gave up successful careers as aerospace engineers (they met while working at NASA) to pursue their hobby business full time. They could tell early on the true hit potential their card game Fluxx had, so they took the jump and quit their day jobs so they could dedicate all their energy to making and promoting Andy's games. With the creation of new and exciting versions of Fluxx, the popularity of the game has spread worldwide and spawned numerous international publications. The Looneys believe one of the most important things they create is the fun people have while playing their games. Andy Looney continues to create Looney Labs games, from those with lighter play, like Fluxx and Just Desserts, to more strategic games like Chrononauts and the Looney Pyramids game system.

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