



For Immediate Release

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Looney Labs adds Universal as Distributor in Canada

College Park, MD – April 7, 2021 – Looney Labs is pleased to announce Universal Distribution will be carrying our full line of award-winning games for distribution in Canada next week starting April 14th. As Looney Labs celebrates its 25th Anniversary in 2021 we are making an effort to meet diverse retailer needs in a changing market; this includes making our games more accessible to retailers throughout Canada.

Universal Distribution has been a long-time industry friend and brings strong insights into the game and hobby market in Canada. With three shipping locations across Canada, they are more convenient for some retailers. This addition of Universal as a distributor does not replace any existing channels for obtaining Looney Lab games but rather adds opportunity for specialty retailers to get our games at their convenience.

Looney Labs games will continue to be available through Lion Rampant and all other channels where these games were available previously. “Lion Rampant has been a strong partner in growing our business in Canada and they are still a trusted and valued business partner,” said Kristin Looney, CEO of Looney Labs. Since 1992, Lion Rampant has been one of the largest distributors of games in Canada and holds a solid reputation with the toy and hobby game markets.

Both of these distribution partners bring valuable resources and insights to Looney Labs and our retail customers and they will both carry the full line of Looney Labs products including a new short-run opportunity for Wonderland Fluxx (LOO-115) which is available for pre-order only until April 16th. Canadian retailers who are interested in reserving copies of Wonderland Fluxx should call one of these two distributors today!

About 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. The Looneys still believe, 25 years later, that one of the most important things they create is the fun people have while playing their games. Andy Looney continues to design all of 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.

About Universal Distribution: Universal has been distributing to comic and hobby game stores in Canada for over 30 years, providing distribution of board games, comics, collectible toys & figurines, sports and non-sports cards, collectible card and miniature games, and role-playing games. Found online at www.universaldist.com, they support retailers by way of three distribution warehouses: in Montreal, Toronto, and Vancouver.