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CARDINAL INDUSTRIES AND LOONEY LABS TEAM UP FOR TWO NEW FLUXX LICENSES

College Park, MD—February 14, 2019 Cardinal/Spinmaster and Looney Labs are pleased to announce a new partnership to create licensed card games for all channels. The companies are currently working on two games—Marvel Fluxx and Jumanji Fluxx. Both companies will publish versions of the games, each in the same slightly-larger-than-typical sized box. The Cardinal version will release with a \$15 MSRP for mass market, whereas the Looney Labs version will contain seven bonus cards, and will sell for \$20 in specialty and hobby. In addition, both versions will display a premium poker chip style collectible turn token in a clear window on the front of the package! This is the start of a creative partnership between the two companies, which will see more jointly released games in the future.

“We are so excited about these titles! Andy has created some really innovative new cards for these versions that will keep Fluxx fans coming back for more, and partnering with Cardinal means that we will be able to introduce Fluxx, the card game of ever-changing rules, to a much broader audience than ever before,” said Kristin Looney, CEO of Looney Labs. “Our goal is for a win-win-win. Cardinal adds Fluxx to its line of classic card games, Looney Labs reaches a larger audience, and specialty retailers not only get to sell a special version, but they will hopefully experience a sea change in the level of demand for Fluxx products.”

The Looney Labs versions will release in July of this year and the Cardinal versions will release in August. Look for them in stores everywhere!

About Looney Labs

Looney Labs was founded in 1996 by Kristin & Andrew Looney, a husband and wife team that gave up successful careers at NASA to pursue their hobby business full time. They could tell early on the true hit potential their card game Fluxx had, and 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 continues to create new games, from those with lighter play, like Loonacy and Just Desserts, to more strategic games like Chrononauts and Pyramid Arcade.

About SpinMaster/Cardinal Industries

Since 1945 Long Island City, New York, based Cardinal Industries has grown to become one of America's top signature board game and puzzle companies, offering more than four hundred items including traditional games such as dominoes, checkers and poker sets, as well as an extensive line of licensed games and lenticular, wood and basic puzzles. An industry leader with worldwide reach, Cardinal products can be found throughout North America, Europe and Australia. Cardinal games and puzzles have won many awards, including the LIMA International Licensing Award, TOTY award nominations, and many Vendor of the Year awards from Toys “R” Us.

In 2015 Cardinal became part of Spin Master Ltd., a global leader in multi-category children’s entertainment since 1994. The purchase made Spin Master the second largest games company in the U.S. Cardinal remains committed to making family-friendly, challenging and innovative games and puzzles, and making them affordable to all.