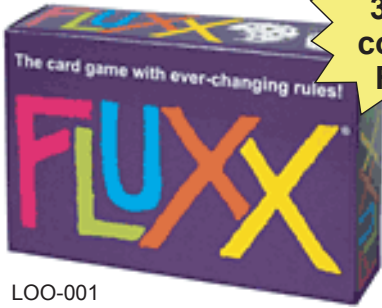


# Retailer's Guide to selling Looney Labs Games



First... your new POP display comes with free demo copies of our two biggest hits, **Fluxx** and **Treehouse**. Please look for the hot pink HOUSE COPY stickers and crack open the shrinkwrap on these two games and try them out with your staff and/or customers. Just ask and we can find someone from the Fluxx Fan Club to come in to teach your staff the games!

**we've sold 350,000 copies of FLUXX**



LOO-001

## The card game with ever-changing rules!

A crazy fun card game for 2-6 players ages 6 to adult. Outstanding gameplay with that "let's play again" appeal - when you win it was skill but when you lose it was luck! The cardback is the same for all versions so fans can mix and match and build custom decks. Enjoyed by people of all ages, a quick and easy social game for the whole family!



LOO-001-FA



LOO-001-EC



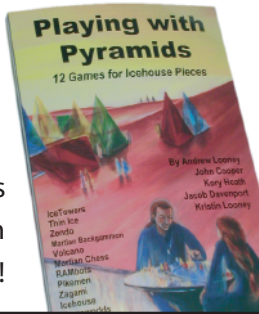
LOO-025-R

## TREE HOUSE

Quick easy game for 2-4 players, with each game lasting only 5-10 minutes. Easy to learn, easy to sell - enjoyed by both young kids and adults!

LOO-014

The rule book **Playing with Pyramids** has rules to 12 games you can play with 5 Treehouse tubes!



## Advice from a Looney Labs Retailer...

### Pat Fuge

Gnome Games, Green Bay, WI

We sell a lot of **Fluxx** in our store - through good salesmanship of a quality product that our customers enjoy, talk about, and come back for more. First, we get to know the games we sell. It allows us to help a customer find a game that might fit their needs; which is especially important for the new visitor or non-gamer that comes in. Active listening is the key. When they ask for a game, we always ask how it will be played and we listen for who, where, and how often they play. Then we recommend no more than 2 or 3 different games, and **Fluxx** is often on that short list. We don't sell games, we sell entertainment, enjoyment, and quality time spent with friends. If they don't have fun, they won't come back - to ensure we have the best chance for repeat customers we keep the 'sure things' on our short list of quality games, and **Looney Labs** gives us several of these hit games.



LOO-928

**Please use our catalogs!** Your new Looney Labs POP display comes with 30 of our beautiful tri-fold catalogs, and 25 of our little playing card sized micro catalogs. You can order more free with any restock order we ship to you. Please give them out to your customers to promote sales of Looney Labs Games! The catalog also has more info on **Aquarius** and **Chrononauts** the other two games that came with your POP display, plus other games and variations you can order.

Visit us online @ <http://www.looneylabs.com/OurGames/RetailerSupport/>



LOO-901