



# Looney Labs Special Promotions - Fall 2006

## Added Value Packages – Store Starter Sets

Get onboard with the full line of Looney Labs games this fall – and enjoy spectacular profit margins!

Already selling our full line? Focus on Treehouse - our new \$9 pyramid game – and the brand new (just shipping in early November) expansion game for the Treehouse set: Martian Coasters. Two new games from Andrew Looney, the creator of that oh so popular card game of ever changing rules, Fluxx!

We've sold well over a million dollars worth of our games, mostly in the Hobby Game Market. The card game FLUXX has sold over 300,000 copies! Our games have a proven track record that builds loyal fans – fans who will come back to your store again and again. Get listed on our website store locator and we will draw new customers into your store looking for Looney Labs Games.

**OUR HOLIDAY GIFT:** We are doing a big mailing again this fall to ten thousand fans, sending them a special gift that promotes sales of both Treehouse and Martian Coasters – and we will be pointing our fans to [ROSTER.LOONEYLABS.COM](http://ROSTER.LOONEYLABS.COM) to find a store near them that sells our games. The mailing is on track to go out in early/mid November, please stock both of these new games and get on our online store locator, we will be making our best effort to send our fans into your store to buy our games!

**Specials expire December 10<sup>th</sup> 2006 – order from us or your favorite distributor today!**

QTY	PACKAGE	DESCRIPTION	COST/PROFIT	
	<b>POP Display With Extras Special</b>  order: LOO-950-1	<ul style="list-style-type: none"> <li>• POP Display with Games</li> <li>• 16% free goods!!! (2 standard Fluxx, and 3 Are You a Werewolf?)</li> </ul> POP Display contains: 3 Fluxx, 3 Family Fluxx, 2 EcoFluxx, 3 Fluxx Blanxx, 2 Aquarius, 2 Chrononauts, 1 Lost ID booster, 1 Early American Chrononauts, 1 Nanofictionary, 1 Nano Blanks, 1 Rainbow Treehouse, 1 Xeno Treeouse, 1 full color POP display and catalogs.	Wholesale Cost: \$112 Retail Value: \$260 <b>Total Profit : \$148</b>	
	<b>Crazy Good Martian Coasters Special</b>  order: LOO-950-2	<ul style="list-style-type: none"> <li>• 26 Treehouse sets (13 Rainbow, 13 Xeno)</li> <li>• 15% free goods!!! (6 Martian Coasters)</li> </ul> Martian Coasters is brand new – and will ship the first week of November!	Wholesale Cost: \$117 Retail Value: \$270 <b>Total Profit : \$153</b>	You get an extra \$36 in retail value for free!  \$36 in retail value for free!

**Special Trade-In Offer:** If you still have any of the monochrome stashes of Icehouse Pieces in your store, please trade them in for Treehouse sets. Treehouse is the exciting new way of selling our pyramid system that REALLY works. Trade your \$8 retail value monochrome stashes for \$9 Treehouse sets! Also, if you still have any of our original coaster game – Cosmic Coasters – that isn't selling for you, we will happily trade it in for our new coaster game – Martian Coasters. Trade your \$5 retail value Cosmic Coasters game for a \$6 retail value Martian Coasters game! Just call or email Looney Labs directly to arrange a trade. If something from our product line is ever not selling for you – call us – we offer returnability!

**Thanks for selling Looney Labs Games!**

PO Box 761, College Park, MD 20741 • (301) 441-1019 • FAX (301) 441-4871 • [support@looneylabs.com](mailto:support@looneylabs.com)