



Media Release



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Looney Labs Announces Partnership with Publishers Services, Inc.

One- Stop Shopping for International Distributors and Book Trade

College Park, MD, June 22, 2009: Looney Labs, makers of the award winning games, Fluxx and Treehouse, and Publishers Services, Inc., a leading North American sales and fulfillment service, are excited to announce a joint venture where PSI will perform the majority of Looney Labs' International Hobby Game Distributor fulfillment and sales and fulfillment for book and other key accounts in the United States beginning July 1, 2009.

"This strategic partnership will allow Looney Labs' games to be sold to International Distributors as part of PSI's one-stop shopping and shipping portfolio. This also improves our international customers' efficiency by being able to order and restock all of Looney Labs' games side-by-side with all of the other products PSI offers," said Jessica Blair, Director of Sales & Marketing at Looney Labs.

Ross Jepson, PSI International Sales Manager, said, "If you currently deal with PSI, you now have access to a whole new library of great evergreen games with Looney Labs." PSI will provide information for this new group of games all available at PSI's standard discounts and terms.

"Along with these great international distribution benefits, this new partnership expands Looney Labs' games to the US Book Trade," says Kristin Looney, President and founder of Looney Labs. "We started working with Barnes & Noble at Toy Fair earlier this year, and we are excited to transfer their distribution and account management to PSI beginning in July. PSI will also now offer our games to a half dozen other significant new accounts."

Based in College Park, Maryland, Looney Labs designs, produces, and markets award winning, specialty card and board games. Founded in 1996 by Andy and Kristin Looney, both former NASA engineers, Looney Labs proudly manufactures all of their games in the USA. The Looneys believe that one of the most important things they create is the fun people have while playing their games. To learn more about Looney Labs and to see a complete listing of all their games visit, www.looneylabs.com.