



Media Release

For more information contact:
Media-support@looneylabs.com
301.441.1019

Are You the Traitor?

Looney Labs Now Releasing Demo Copies of Summer's Most Anticipated Party Game



College Park, MD, June 5, 2009: Looney Labs, makers of the award winning games, Fluxx and Treehouse, and the runaway new hits Monty Python Fluxx and Zombie Fluxx, announced today that Store Demo Kits and Media Copies of the hotly anticipated new deception party game, Are You the Traitor?, will be released 3-weeks before the game launches in early July.

“Interest in this new game has been intense,” says Kristin Looney, company CEO. “Everyone who has seen the fabulous sword and sorcery artwork and has played a prototype at recent trade shows has said that this will be THE hot new party game this year.”

Are You the Traitor?, created by game designer Andrew Looney, is a game of good versus evil but with a deceptive twist. Two wizards -- one good and one evil -- vie for a magic key, both trying to convince the other players they are the Good Wizard. Players are dealt cards assigning their character role, you might play a Wizard, or the Key Holder, or one of the Guards. And at least one player each round is a Traitor!

“This game has great appeal to hobby game enthusiasts and people looking for an awesome new way to have some inexpensive fun,” says Jessica Blair, Director of Sales & Marketing. “It’s designed to be played by 4-10 players ages 13 and up. The teams change each round, giving players a chance to experience each of the different character roles. Since so many people can play together, families looking for entertainment this summer can add hours of excitement to their vacation days for only \$15.”

Interested retailers can order their demo kit with code: LOO-DK-037 by contacting their favorite game distributor or ordering directly from Looney Labs. Members of the media interested in reviewing the game can order a copy online or call or email Looney Labs.

Order a Media Copy online: <http://store.looneylabs.com/Media-Copy-AYTT>

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.