



# Fluxx Card Game Media Fact Sheet

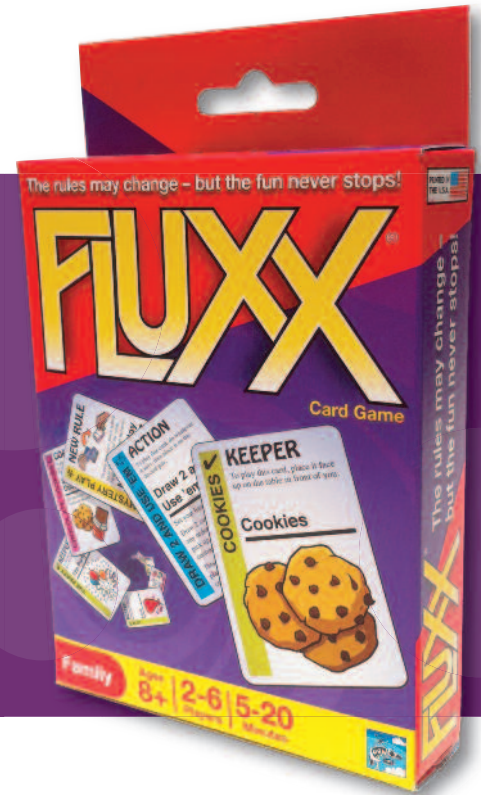
Contact: Kristin Looney  
 media-support@looneylabs.com  
 301-441-1019  
 FluxxGames.com

## Fluxx

The rules may change – but the fun never stops

Fluxx is a card game where the cards themselves determine the current rules of the game! It all begins with one basic rule: Draw one card, play one card. Seems simple enough, right? But that's when the fun starts! Fluxx features cards that change the rules of the game, cards that change the object of the game and cards to create some chaos. Just when your opponents think they've got you beat, you can change the rules and win the game!

Fluxx received the Mensa Select Award by American Mensa for being "original, challenging and well designed." Fluxx has multi-generational appeal that allows for families to play together, have fun, and still be competitive and challenged.



### Fluxx Fast Facts

<b>Game Type:</b>	Card
<b>Contents:</b>	100 playing cards & instructions
<b>Number of Players:</b>	2-6
<b>Ages of Players:</b>	8 and up
<b>Avg. Game length:</b>	5-20 minutes
<b>MSRP:</b>	\$10.00
<b>Availability:</b>	Target Stores Nationwide
<b>Awards:</b>	Mensa Select Award
<b>Manufactured:</b>	Made in the USA
<b>Packaging:</b>	100% recycled material

### Highlights:

#### Affordable Portable Fun

Laugh out loud fun for everyone, Fluxx can go anywhere at any time. The whole family can play together, have fun and still be challenged. Fluxx is the perfect mix of luck and strategy!

#### The Game You'll Want to Play Again

Because the rules can change at any time, Fluxx is never the same game twice. As anyone can win right up until the last minute, the game has that certain something that makes it addictive. Win or lose, players want to play again and again.

#### Quick Playing Time

Game play is only 5-20 minutes – if you can quit playing after just one game!

#### The Ideal Gift

Fluxx makes a great gift. Affordable, fun and endlessly entertaining, it appeals to every member of the family, children, teens and adults alike.



### More Fluxx Fun

There are 10 additional themed versions of Fluxx available at hobby, game and book stores nationwide. While Fluxx is still the name of the game, each version is different and has its own unique brand of fun. For players looking for an extra challenge, cards from one deck can be used in another, to create a whole new level of Fluxx fun with endless play possibilities.

#### Additional Titles:

- |               |                    |
|---------------|--------------------|
| Fluxx 4.0     | Zombie Fluxx       |
| Cthulhu Fluxx | Monty Python Fluxx |
| Oz Fluxx      | Martian Fluxx      |
| Star Fluxx    | Family Fluxx       |
| Pirate Fluxx  | Eco Fluxx          |

**Copies Sold:** Almost 1 million copies

#### Worldwide Distribution:

- 1,000+ hobby and game stores
- 800+ book stores (including Barnes & Noble)
- 1,200+ international retail locations in 24 countries

**Languages:** English, Spanish, German and Dutch



# About Looney Labs

## We are a game company.

Our mission is to create fun. We create innovative, attractive, and above all, really fun parlor games (*i.e.* non-electronic card and board games) that can be enjoyed by adults and children alike. We believe parlor games not only provide entertainment and friendly competition, but also bring people together and create worthwhile shared experiences. Game-playing provides involvement and interaction, things we need more of in our increasingly passive society.

The company was founded in 1997 by Kristin & Andrew Looney, a husband and wife team that gave up successful careers as aerospace engineers (they met while working at NASA) to pursue their hobby business full time. Today, Looney Labs, Inc. has seven full time employees and continues to develop and introduce fun games.

**Kristin Looney** (CEO/President/Business Czar) - Kristin is the primary founder and president of Looney Labs, and is the driving force behind the company. She is currently focusing her time on the production and fan outreach efforts of the company. Prior to starting Looney Labs, Kristin spent 13 years working in the aerospace industry, first as an Electronics Engineer at NASA, then later as the Manager of the IT department for a start-up company called TSI-TelSys. She attended college first in her home state of Illinois, later graduating from the University of Maryland with a BS in Computer Science in 1987.

**Andrew Looney** (CCO) - Andy is the company's Chief Creative Officer and is the inventor of most of the products that they sell. Before helping Kristin start Looney Labs, Andy was a computer programmer, first spending eight years at NASA (he wrote software that flew in space on the Hubble Telescope in 1993), then spent two years working for Magnet Interactive Studios (where he created and coded a videogame called Icebreaker, published in 1995). Andy graduated from the University of Maryland in 1986, with a BS in Computer Science.

## More Looney Labs Game Titles



Aquarius



IceDice



Chrononauts



Looney Pyramids



Seven Dragons



Are You the Traitor?