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LOONEY LABS INTRODUCES STONER FLUXX
Popular Card Game to Support Marijuana Legalization and Drug Peace Movement

College Park, Md., November 18, 2003 – Looney Labs, the game company that created the popular Fluxx™ card game, has announced the introduction of *Stoner Fluxx*™; a version of Fluxx being marketed as a fundraiser for the legalization of marijuana and the drug peace movement.

In publishing a stoner version of its hit card game, Looney Labs hopes to give the drug peace movement a little more of the two things it needs most: exposure and funding. For each deck sold Looney Labs has pledged to donate \$1 to organizations seeking to reform American drug policy.

“We believe the public is ready to start openly talking about the need to end the drug war, yet the topic of legalization has been so taboo that people have been afraid to bring up the subject,” stated Andrew Looney, co-founder and Creative Director of Looney Labs. “We’re hoping that a fun and easy card game will be a good way to break the ice. Party games usually are.”

Groups benefiting from sales of *Stoner Fluxx*, which retails for \$13, include NORML (National Organization for the Reform of Marijuana Laws), the Drug Policy Alliance, MPP (Marijuana Policy Project) and StopTheDrugWar.com, among others.

“As a public-interest lobby that for more than 30 years has provided a voice for those Americans who oppose marijuana prohibition, we welcome the involvement of Looney Labs and the financial support they will be able to garner through the sales of *Stoner Fluxx*,” comments Allen St. Pierre, NORML.

Mr. Looney, a long time activist on behalf of the drug peace movement, founded Looney Labs with his wife, Kristin Looney, in 1996. Since then, they have successfully designed and brought to market a variety of fun family card and board games that have garnered numerous awards and mass-market appeal. Both Andrew and Kristin are former NASA engineers, who also publish a wacky weekly webzine, Wunderland.com, about their life running their own game company and their efforts working for drug peace.

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The original card game Fluxx, which *Stoner Fluxx* is based on, has sold over 130,000 copies, has developed a loyal following, and is for sale in game stores all over the country. Known as the card game with ever-changing rules, Fluxx represents a totally new concept in card game design.

"For a number of years, Fluxx has continually been one of the strongest selling non-collectible card games in our market," comments Mike Webb, VP of Customer Service, Alliance Games, the largest US hobby game industry distributor. "It is easy to learn, fun to play, and a blast to share with friends."

Stoner Fluxx is a fun new variation, with a marijuana theme, that is clearly labeled as being for adults, not kids. It's fun for 2-6 players and since the rules are learned as you play, it's easy to jump right in.

Enter the world of Looney Games at a game store near you - for more information on Looney Labs and a roster of game stores that sell them, visit www.looneylabs.com.

ABOUT LOONEY LABS

Looney Labs, founded in 1996, is a designer, producer and marketer of award winning specialty card and board games. Known affectionately as *That Hippie Game Company*, Looney Labs is the creation of two modern hippies named Andy and Kristin Looney. Located in College Park, MD, this team has become well known and well loved in the gaming industry, creating and producing a new generation of games, including the totally unpredictable and wildly successful family card game *Fluxx*

Looney Labs mission is to create innovative, attractive and above all, really fun parlor games (i.e. non-electronic card and board games) that can be enjoyed primarily by adults, but are often fun for children as well.

For a photo of *Stoner Fluxx*, visit:
<http://www.kcsa.com/gallery/looneylabs/StonerFluxxDisplay.gif>

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Fluxx and Stoner Fluxx are trademarks of Looney Labs Inc.