



For Immediate Release

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**SIMPLYFUN™ ACHIEVES KEY MILESTONE WITH
1000TH CONSULTANT**
COMPANY ATTRIBUTES GROWTH TO EXPANDING NATIONWIDE SALES FORCE

Bellevue, WA (June 6, 2006) – SimplyFun LLC, a family entertainment direct selling, party plan company, today announced it had achieved a historic milestone, with the signing of its 1000th SimplyFun consultant since the inception of the company.

SimplyFun shipped its first consultant sales kit on December 13, 2004, with only five products in its entire line. After just 17 months of business operations, the company has independent sales consultants in 45 states conducting in-home parties and fundraisers demonstrating its growing line of over 65 original products, including games, puzzles, plush puppets and other family entertainment activities.

SimplyFun founders, game designers and products has garnered national broadcast and print including features in FamilyFun, Oprah and Entrepreneur magazines as well the Ellen DeGeneres, Jimmy Kimmel, and Craig Ferguson shows. The company attributes its rapid growth to the enthusiasm and commitment of its nationwide sales force and loyal customers.

“Our consultants have uncovered the great secret to success – they simply help people put more fun into their lives each and every day,” said Gail DeGiulio, CEO and co-founder of SimplyFun. “In a relaxed setting with friends and family, and plenty of laughter and fun, our multi-generational products foster face-to-face interaction, create memories, and bring families closer together. More and more people are eager to join us and play for living.”

Consultants are drawn to the company because of the ability to be the CEO of their own home-based business. The unlimited earning potential, flexible schedule and pride in the mission of the company fuels the growth of consultants at SimplyFun.

Marianne McKay of Suffolk, Virginia was the 1000th consultant to join SimplyFun.

“I am looking forward to making a financial contribution to my family, just by getting paid to play! Our unique party experience will allow me to truly connect with my hosts and their guests, with products I truly believe make a difference,” said McKay.

“The success of any party plan direct sales company is its ability to grow its sales force and leaders” said Alan Luce, former chairman of the board for the Direct Selling Association and 30-year direct selling industry veteran. “SimplyFun has that winning formula in our industry, of a solid management team who invests their time and energy to building successful entrepreneurs.”

The company's award-winning product line includes the games Walk the Dogs™, Aargh!™, Eye to Eye™, Drive™, Zing!™, Linkity™, Take Your Pick™, and the board game Liebrary™ designed by actress and game creator Daryl Hannah.



About SimplyFun

Based in Bellevue, Wash., SimplyFun is a direct selling, party plan company offering the very best, original, award winning, family entertainment products that you can enjoy face to face with the people you care most about. The company's mission is to promote the importance of play to create lifelong memories and enhance the quality people's lives. SimplyFun's products are sold exclusively through a nationwide network of independent consultants at home parties, online and fundraising events. SimplyFun is an active member of the Direct Selling Association. For more information on SimplyFun, its products or becoming a consultant, visit www.simplyfun.com or call 1.877.557.7767.

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