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Contact: Matt Molen
425.557.7767
matt@simplyfun.com

Game On! It's Party Time with SimplyFun™

At SimplyFun™, the mission is simple: *“To promote the importance of play and create lifelong memories that enhance the quality of life for our Consultants, customers, and employees.”*

SimplyFun™ is truly one of a kind. A direct selling party plan company offering games and other entertainment play products at home parties exclusively through a sales force of Independent Consultants. SimplyFun games and other products can be ordered at a home party or through a SimplyFun Consultants personalized website (which is supplied by SimplyFun).

The inspiration behind marrying the successful \$29B U.S. direct sales industry and over \$2B U.S. traditional tabletop games and puzzle market came from Gail DeGiulio, Chief Executive Officer of the Bellevue, Washington based SimplyFun. “SimplyFun was an idea I had several years ago. I could not seem to find a good selection of games that were simple to learn and fun to play. When I did find a new game, the rules were either too complex or the game itself took hours to finish. Most new games I did learn to play were at friends home, family gatherings, or through a recommendation.” said Gail DeGiulio, CEO and Co-founder. “As a parent of two active children, between school, homework, sports and just everyday life, it felt like I never have enough time for just thirty minutes to spend some quality family time together playing a game.”

With the encouragement, shared vision and friendship of Co-founders, Jeremy Young and Matt Molen, SimplyFun was born in 2004. The Company began by conducting test game parties in the Seattle area. In November 2004, SimplyFun started accepting Independent Consultant applications. The Company expects to have 100 Consultants on board by December 2004 to hold SimplyFun game parties, starting with five featured games geared for ages 8 and up. Each SimplyFun party will last typically one and one-half to two hours, with five or more games being played during that time.

“A SimplyFun party is truly a party! Being invited to a friend's house for an evening of games should be enjoyable. A Consultant brings the entertainment, the host invites the guests and the magic of play and fun takes over,” said Matt Molen, Vice President of Marketing and Co-founder. “The focus is on play, with an opportunity at the end of a party to place an order for unique games and other SimplyFun products. Just give one of our Consultants a call, gather your family and friends, and get ready for a great time in the comfort of your own home. It's that simple.”



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SimplyFun's games are designed to be *simple to learn and fun to play*. The rules can be understood in less than five minutes and one or several rounds of a game can be played in thirty minutes or less. Each SimplyFun game features:

- ◆ Heirloom quality craftsmanship
- ◆ Original artwork
- ◆ Linen finished boxes
- ◆ Hand molded components
- ◆ Uniform box sizes for easy storage
- ◆ A FunMemories™ booklet: a mini scrapbook to preserve and record special memories each time a SimplyFun game is played.

The Company is already in development of its Spring 2005 product line, featuring children's games, ages three and up, in addition to new games and other play oriented products. As SimplyFun continues to grow, so will its product offerings in all areas. "We have more games, and other family entertainment products, to test than we could possibly release in the next twelve to eighteen months," said Jeremy Young, Vice President of Product Development and SimplyFun Co-founder. "Our Consultants and consumers will play a key role in helping us decide on the right mix of products we ultimately bring to market."

SimplyFun features a generous Consultant Compensation Plan and a liberal Host Award Program. To become a SimplyFun Consultant, a person needs to sign an Independent Consultant Agreement. Consultants also make an initial investment of only \$149.00 + sales tax for a SimplyFun Starter Kit, which includes a featured set of games and enough business supplies to initially throw several parties. The SimplyFun Starter Kit has a suggested retail value \$450.00.

"I am personally a huge believer in the lifestyle one can achieve as a direct selling consultant," said Gail DeGiulio. "For a minimal investment, anyone has the potential to realize a financially rewarding and personally satisfying balance of family, friends, work and, most important - time to play. As a SimplyFun Consultant, you get paid to play games for a living. Isn't that what life is suppose to be about?"

About SimplyFun™

SimplyFun is a direct selling company offering original card, board and party games, and other entertaining play products. These products are sold exclusively through a sales force of Independent Consultants at home parties. The Company mission is to "*promote the importance of play and create lifelong memories to enhance the quality of life for our Consultants, customers, and employees.*" SimplyFun is a pending member of the Direct Selling Association (DSA), the organization that maintains standards of practice for direct sales companies nationwide. *SimplyFun, FunMemories, Simple to Learn, Fun to Play* are all trademarks of SimplyFun™ LLC. For further information contact Matt Molen at 1.877.557.776 or email matt@simplyfun.com. You can also visit www.simplyfun.com