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## **Proven Party Plan Professional to Lead Sales at SimplyFun™**

*Former Tupperware Corporation and Family Books At Home Executive Brings More Than 26 Years of Party Plan Sales Experience*

BELLEVUE, WA – February 1, 2005 - SimplyFun™, a leading direct selling, party plan company offering games and other entertainment products, announced today the addition of Cathy Mendell as Vice President of Sales. Mendell brings over 26 years of experience in the direct selling and party plan business, with expertise in sales, operations, promotions, training, and channel management.

Mendell's track record of achievement contains experience in operating a direct selling distributorship, pioneering re-launch efforts of established party plan companies, and continued leadership and innovation at one of the world's best-known corporations.

"We are thrilled to have Cathy as a member of SimplyFun's Executive team," said Gail DeGiulio, CEO and co-founder of SimplyFun. "Cathy truly understands what we call the *power of the party*. Her vast experience in pioneering new markets, leader recruitment, and increasing sales force productivity will be instrumental in shaping the future growth of SimplyFun."

"I am very excited to grow a sales force of talented Consultants who have the opportunity to realize a financially rewarding and personally satisfying lifestyle that balances family, friends, work and, most important - time to play." said Cathy Mendell, Vice President of Sales. "I believe 100% in the SimplyFun mission to celebrate the importance of play each and every day. And I get to play games for living. Now how fun is that!"

Mendell began her career with Tupperware Corporation in the early 1980's as an independent business owner, moving quickly to become a Franchise Distributor whose franchise was one of the top 10 in national sales growth year after year. In 1992 she joined Tupperware Corporate offices as Vice President of Regional Sales, directing a group of independent franchise owners, with annual revenues of over \$35M and an active sales force of 12,000. Her responsibilities at Tupperware involved incentive and promotion plan design, pricing, product line and performance plan development.

Prior to joining SimplyFun, Cathy was at Family Books At Home where she lead the training and marketing relaunch of the company. Within the first four months of an aggressive recruitment and launch schedule, the Company recruited over 400 new consultants.

### **About SimplyFun™**

SimplyFun is a direct selling, party plan 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



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