



For Immediate Release

Contact: Matt Molen
SimplyFun
mmolen@simplyfun.com
425-289-0858

SimplyFun™, Gifts In Kind, International and the Toy Industry Foundation provide games to victims of Hurricane Katrina

Customers and Consultants come together to donate 230 games

Bellevue, WA (October 7, 2005) – During the last week In September, SimplyFun (www.SimplyFun.com), partnered with Gifts in Kind, International and the Toy Industry Foundation through its charitable program, Simply Caring, to contribute SimplyFun games to displaced children affected by Hurricane Katrina. Over 228 games were delivered as part of the week-long campaign.

SimplyFun games were purchased by SimplyFun Consultants and customers and subsequently donated to children throughout the Gulf Coast area.

“We are thrilled with the response we received to our Simply Caring program,” stated Gail DeGiulio, SimplyFun CEO. “In just one short week, our customers and Consultants showed their support for those in need. We are grateful to everyone for participating and helping provide some much needed smiles and happiness to some children who have been through a lot.”

Terri Bartlett, Executive Director, Toy Industry Foundation, was appreciative of SimplyFun’s efforts as well.

“Thank you for such a creative and successful program,” said Bartlett. “You may be interested in knowing that there are 700 children at this location. I was told earlier that the parents of these children are so frazzled because the children just don’t have anything to do. This will be such a Godsend to these kids ... so I hope you and your Consultants have a sense of satisfaction knowing that your donation is making such an immediate difference.”



- Page 2 -

About SimplyFun

Based in Bellevue, Wash., SimplyFun is a party-plan direct sales company offering original card, board and party games as well as entertainment products for the entire family. The company's mission is to promote the importance of play to create lifelong memories and enhance the quality of people's lives, by providing games and other play products that are simple to learn and fun to play. SimplyFun's products are sold exclusively through a nationwide network of independent consultants. SimplyFun is a pending 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.

SimplyFun, FunMemories, Simple to Learn, Fun to Play, Liebrary, Ooga!, Drive, Somethin' Fishy, Aargh!, Crazy Ates, Peace, Chums, Royal Toads, Linkity, Tunebaya, Walk the Dogs, Bringing Down the House, Zing!, Plect, Handy, Pop Belly, Liebrary, Eye to Eye, Texas Roll'em and Eye to Eye, Jr. are all trademarks of SimplyFun, LLC. All other trademarks and registered trademarks are the property of their respective owners and are used for identification or reference purposes only, with no intent to infringe on copyrights.

###