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SimplyFun Says “Hello” to New Puppets and Game *Company adds two plush animal puppets to line of SimplyFun Buddies and a new two player card game that teaches language skills to preschoolers*

BELLEVUE, WA – February 1, 2006 – SimplyFun™ (www.simplyfun.com), a direct-selling party-plan company marketing games and other products that promote the importance of play, announced the release of a new language card game for children ages 4 and up. Hello Friends!™ is a quick and clever card game for two players. SimplyFun also announced with two new additions to its SimplyFun Buddies line of original plush stuffed animal hand puppets, with a rabbit called Tibbar™, inspired from Hello Friends artwork and a dog named Digger™, which represents one of the characters from the SimplyFun multi-award winning family game Walk the Dogs™.

“Hello Friends! is both fun and educational as a first step for children to learning a new language,” said Gail DeGiulio, CEO of SimplyFun. “The game features how to say hello in six languages. And like all our plush animal hand puppets, Tibbar and Digger promote imagination, companionship and creativity either being played with their games or by themselves”

Hello Friends!™

Have fun playing a card matching game while learning to say “hello” in six languages, English, French, German, Japanese, Chinese and Spanish. Players take turns laying down cards which match the languages played, or using Hello wild cards and goodbye cards that have all the languages listed. The first player to play all his or her cards wins the game!

Price: \$10.00

Players: 2

Ages: 4+

Tibbar™

Tibbar (rabbit spelled backwards) features the softest plush fabric you will ever put your arms around. With foot long, floppy ears and an ultra fluffy full body, this plush puppet will become the constant hop-a-long companion for all kids.

Dimensions: 20” tall, 32” if you include ears!

Price: \$28.00

Digger™

Take a walk in the park with the newest SimplyFun Buddy, Digger. Straight from the artwork featured in the award-winning game, Walk the Dogs, Digger is a full bodied, soft plush animal and puppet in one. Completely trained, Digger will bring joy, lots of love, and fun for years to come.

Dimensions: 18" sitting pretty, 24" from ears to tail

Price: \$28.00

SimplyFun products are available online, through its website at www.simplyfun.com, or through a SimplyFun Consultant, an independent business owner who holds in-home parties to teach guests how to play and purchase their favorite games, puppets and puzzles.

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.

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, Eye to Eye, Texas Roll'em, Eye to Eye, Jr., In10sity, Chess on the Loose, Take Your Pick, Hello Friends!, Digger, Tibbar and SimplyFun Buddies 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.