



## For Immediate Release

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### **Sandee Kapellusch Named Regional Manager for SimplyFun** *Experienced direct sales professional to develop team of "funsters" across the U.S.*

**(June 12, 2007, Bellevue, WA)** — SimplyFun has named Sandee Kapellusch of Gilbert, Arizona as Regional Manager in charge of sales and consultant development. Kapellusch is responsible for building a team of independent consultants across the nation that conduct in-home parties to demonstrate products that help make life more fun for today's busy families.

With a broad line of board games, family activities, brainteasers, puzzles, puppets, and even conversation starters, SimplyFun consultants are committed to helping their customers to create unforgettable moments with their families.

With over 30 years of proven direct selling success, Kapellusch has achieved the highest ranks of leadership at Tupperware Corporation, overseeing a distributorship of over 900 consultants and managers and over \$2 million in annual gross sales.

"I love working with people and watching them improve their quality of life while achieving their goals," said Kapellusch. "And SimplyFun's mission of helping families to connect through fun and play is so needed today. I'm thrilled to be part of it."

SimplyFun's first party was held in 2005, and already some of the products are receiving national attention. One board game, *Liebrary*, the brainchild of actresses Daryl Hannah and Hilary Shepard, has been featured in places such as the Ellen DeGeneres Show and O, The Oprah Magazine. *Walk the Dogs*, *Aargh!* and *Ooga!* were winners of the National Parenting Center Seal of Approval, and *Sneaks* was honored on Parenting magazine's Toys of the Year list for 2006.

"Our independent sales consultants are the heart of our business," said Gail DeGiulio, SimplyFun's Chief Funster. "We're delighted to have Sandee as part of our team, as she has tremendous passion and knows how to help our consultants realize their own financial success and potential in a meaningful way."

SimplyFun consultants can earn a 25 to 40 percent profit on personal sales and additional income through building a team of other consultants.

"This is a great opportunity for anyone is looking to both have their own business and help people rediscover play in their lives," Kapellusch said.

For more information about SimplyFun, call Sandee Kapellusch at 480-883-9165 or 877-557-7767 or visit the company's website at [www.simplyfun.com](http://www.simplyfun.com).

#### **About SimplyFun**

Based in Bellevue, Wash., SimplyFun is a direct selling, home 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 of people's lives. 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](http://www.simplyfun.com) or call 1.877.557.7767.

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