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SimplyFun Taps Leadership Formula

Startup direct sales game company makes “history”, growing 28 Team Leaders

BELLEVUE, WA – January 17, 2006 – SimplyFun™, a direct sales, party plan company marketing games and other products that advance the importance of play, announces the promotion of 28 consultants to the prestigious title of Team Leader in its first full year of operations. The Team Leaders will be individually honored with the title Founding Leader at a recognition ceremony and retreat in San Diego, CA in February 2006. The title of Founding Leader is truly historic because this special, one-time opportunity commemorates the Team Leaders that helped launch the company in its first year of business operations.

“The success of any party plan direct sales company is its ability to build leaders, and SimplyFun has demonstrated they understand how to do that,” said Alan Luce, former chairman of the board for the Direct Selling Association and 30-year direct selling industry veteran.

SimplyFun has proven itself in its first year as one of the most unique companies within the direct-selling industry. Marketing card, board, and party games that are “simple to learn and fun to play”, along with a variety of puzzles and a line of puppets sold exclusively through in-home game parties, SimplyFun has realized success early for its company and its consultants.

“A SimplyFun party is always original and fun,” said Lori Nickerson, SimplyFun’s first Team Leader from West Jordan, Utah. “I am so lucky to make a living getting paid to play – it’s a game party! Our products and unique party experience enable me to truly connect with my hosts and their guests.”

To achieve Team Leader at SimplyFun, a consultant must meet a defined level of personal sales volume for two consistent months by conducting game parties. In addition, a consultant invites people to join their team and helps these new recruits to get started with their own SimplyFun businesses.

“Ongoing training, mentoring and personal support is vital to a Team Leader’s success,” says Cathy Mendell, SimplyFun’s VP of Sales. “Our Team Leaders are paving SimplyFun’s future, as they set an inspiring example to their team members. Their experience and guidance bring each team member one-on-one personal training towards achieving their own personal and financial goals.”

“I have so much fun when throwing a party, that frankly recruiting is the easiest part of my job,” said Brenda McNaughton, a SimplyFun Team Leader in Puyallup, Wash. “People see me having fun at the parties and their curiosity is immediately piqued. They want to know how they can do what I do too.”

Aubrey Byrne from Eagle, Alaska agrees, having achieved Team Leader status in just three months from signing up as a SimplyFun consultant.

“People immediately connect with our company mission, to promote the importance of play,” said Byrne. “They want to bring more play into their own lives, and our award winning game product line does just that. I’ve grown my team easily just by telling people about my new business!”

“Every Team Leader exemplifies the professionalism, leadership and commitment to our mission to promote play.” said Gail DeGiulio, CEO. “Achieving 28 Team Leaders in just one year is a history making milestone that we plan to celebrate and recognize in a big way with every leader at our retreat in February.”

For more information on SimplyFun, its products or becoming a consultant, visit www.simplyfun.com or call 1.877.557.7767.

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 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.

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