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SimplyFun Joins Direct Selling Association Company Sells Innovative Products for Family Fun at In-home Parties

BELLEVUE, WA – March 9, 2006 – SimplyFun, a family entertainment direct selling company offering tabletop games and other fun activities for families and friends to do together, is the newest member of the Direct Selling Association (DSA). The DSA is the national trade association of the leading firms that manufacture and distribute goods and services sold directly to consumers.

SimplyFun now has independent sales consultants in over 40 states. The company produces 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 demonstrated an important commitment to their consultants and customers by proactively pledging to practice the highest level of business ethics,” said Neil Offen, President of the Direct Selling Association.

The company’s mission is to promote play and enrich the time that families and friends spend together.

“Families are time-challenged,” stated Gail DeGiulio, CEO and co-founder of SimplyFun. “Parents want to spend quality time with their kids as well as get them to think outside of the Xbox and TV. They want fun, easy, and memorable activities to do together. Playing a game or putting together a puzzle is rewarding and fun and keeps families connected.”

Lasting 90-120 minutes, SimplyFun parties are conducted by independent distributors called “consultants”, primarily women, who showcase a line of games and other play products to 8-10 guests. Consultants are drawn to the company because of the ability to be the CEO of their own home-based business. The unlimited earning potential, flexible schedule and pride in the mission of the company spurs the growth of consultants at SimplyFun.

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

SimplyFun’s product line consists of board, card, and party games for all ages, puzzles, and a line of plush stuffed animal puppets called SimplyFun Buddies™. Designed to be played in 30 minutes or less to fit into a busy family’s schedule, each game features heirloom-quality

components and includes a FunMemories(TM) mini scrapbook to preserve and record special memories each time the game is played.

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 an active 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.

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