



# FUN.COM

PRESS KIT



ABOUT OUR COMPANY

# THE HISTORY OF FUN.COM

Armed with nothing but a sewing machine and some serious skills, Jenice Fallenstein hand-crafted costumes for her children every Halloween to create a unique array of pop culture characters they loved. Later, the Fallenstein family had the awesome idea to open up a costume rental shop in their garage, allowing the whole town to experience these quality costumes. With just a few dozen styles, the idea was an immediate hit and continued to grow each year.

Amidst this local success, Tom Fallenstein had the idea to take the business online, and that proved to be a success to this day! But we're no longer in that small garage. We've evolved beyond just Halloween to become FUN.com, purveyors of exciting pop culture gifts, exclusive costumes and apparel, and all things fun!

Our incredible team is comprised of 175 year-round employees and thousands of seasonal employees, all operating out of a 200,000 square foot warehouse in Southern Minnesota.

We ship #NerdyGoofyFun all around the world!





ABOUT OUR CEO

# TOM FALLENSTEIN

**Tom Fallenstein** is the founder and CEO of FUN.com. He was born and raised in Mankato, Minnesota.

Tom built the company's first website, FlapperCostumes.com, in 2001 with \$5,000 he borrowed from his parents. He sold one costume style in just three colors and ran the website from his college house, where his entire inventory fit in a closet. After that, he built three more websites while going to school for Computer Information Science and Graphic Design at Minnesota State University, Mankato. After graduating in December of 2004, he decided to make Costumes Galore his full-time job, transforming it into FUN.com and HalloweenCostumes.com



## A PASSION FOR TRUE QUALITY

# MADE BY US

We believe that unique, well—made products have the power to create some of life's best moments. That's why we created **Made By Us**, a diverse selection of costumes, accessories, coats, suits and sweaters, all artfully crafted by our talented team of artists, designers, and developers.

Each **Made By Us** product is created just for you, with a passion for the creative, the whimsical, and the unexpected — with true, unmistakable quality, assured license integrity, and expert know — how that could only come from years of creating products people love.

No matter how much time it takes, our goal has always remained the same—to develop products that have the power to inspire you and create unforgettable memories with your friends and family. That's what we're all about. That's **Made By Us**.





COATS, SWEATERS & SUITS

# MEDIA HIGHLIGHTS

We love the memorable fun that comes with Halloween, but why should that joy and excitement only last a day? Here at FUN.com, we're always looking for new ways to create a lifestyle of fun! That's why our creative designers set out to up the spooky ante in a big way, and they delivered. We're so excited to introduce our latest product line of [Halloween Sweaters!](#)

Here's a small sample of the buzz our sweaters have inspired:

**"They take the 'lazy costume' trend to the next level while still imparting the exact right note of festive irony to any event." – *People***

**"The pullovers make perfect last-minute costume alternatives in a pinch. Plus, they're heavy enough to keep you warm and cozy despite Halloween's often chilly temperatures." – *COSMOPOLITAN***

**"...with these new Halloween sweaters you can cuddle up with a Fair Isle sweater in the crisp autumn weather, but have vampire coffins and skulls decorate the knit instead of the traditional zig-zag prints." – *BUSTLE***



COATS, SWEATERS & SUITS

# MEDIA HIGHLIGHTS

With **Marvel** and **DC Comics** making an impact in cinemas around the globe, we know there are many kids, teens, and adults who've created an enthusiastic community dedicated to their favorite heroes. Watching a **Marvel** or **DC Comics** film in theaters is no longer just going to see a movie—it's the ultimate cinematic experience! With that community in mind, we are so proud to carry an exclusive line of coats, sweaters, and suits featuring the most iconic characters in both the **Marvel** universe and the **DC Comics** universe.

**"Giving the term 'super suit' a whole new meaning" – *The Daily Dot***





COATS, SWEATERS & SUITS

# MEDIA HIGHLIGHTS



"These sweaters are fantastic looking...and these aren't the cheap print on a sweatshirt kind of deal."

— **comicbook**



"FUN.com is back with a line of winter coats and snowsuits that will make you envious of every 10-year-old who's out sledding while dressed like Iron Man, Batman, the Hulk, and other superheroes."

— **io9**



"Stunning interior lining and small elements are the only way to tell the difference between a regular winter coat and these fabulous fandom fashions."

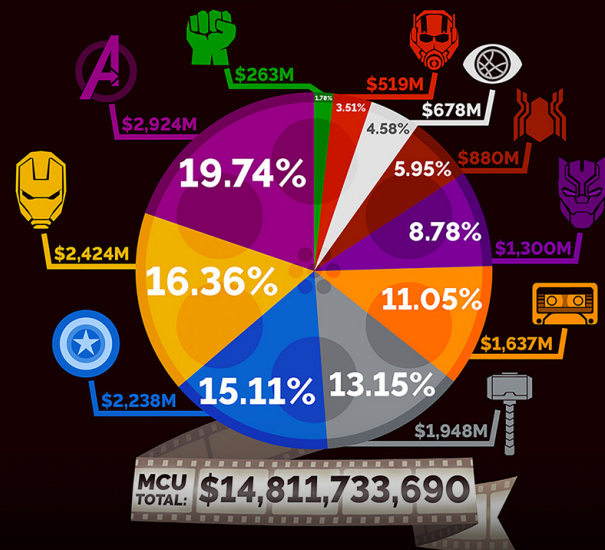
— **Nerdist**

# INFOGRAPHICS & PRINTABLES

## MEDIA HIGHLIGHTS

Our content marketing experts produce a steady stream of infographics and printables that have appeared across the internet.

### EARNINGS PERCENTAGE BY FRANCHISE



MOVIES IN THE TOP 20  
ALL-TIME WORLDWIDE

**BOX OFFICE SMASHES:**  
THE MARVEL CINEMATIC UNIVERSE  
APPEARED ON:

**comicbook**

CAPTAIN AMERICA: CIVIL WAR #16  
IRON MAN #14  
BLACK PANTHER #10

### PIRATES OF THE CARIBBEAN FRANCHISE

\$3,729,577,967

Curse of the Black Pearl (2003)	Dead Man's Chest (2006)	At World's End (2007)	On Stranger Tides (2011)
\$654,264,015	\$1,066,179,725	\$963,420,425	\$1,045,713,802

### THE CHRONICLES OF NARNIA FRANCHISE

\$1,164,678,683

The Lion, the Witch, and the Wardrobe (2005)	Prince Caspian (2008)
\$745,013,115	\$419,665,568

\*The third film, Voyage of the Dawn Treader, was not produced by Disney

### ALICE IN WONDERLAND (2010)

\$1,025,467,110

### NATIONAL TREASURE FRANCHISE

\$804,876,918

National Treasure (2004)	Book of Secrets (2007)
\$347,512,318	\$457,364,600

### MALEFICENT (2014)

\$758,539,785

**DISNEY DOLLARS:**  
**BOX OFFICE BEST (AND WORST)**  
APPEARED ON:

**Forbes**

101 DALMATIANS FRANCHISE  
\$504,301,065

## EGGS OF THRONES

### ALL MEN MUST DYE



**EGGS OF THRONES:**  
**EASTER EGG PRINTABLES**  
APPEARED ON:

**Nerdist**



AROUND THE WEB

# MEDIA HIGHLIGHTS

FUN.com products and content have also appeared on...



**HEAVY**

**io9**



*Hollywood Life*

**Linked in**

**OK!**

**HBO**Watch

**POPSUGAR.**



**LIVESTRONG**

**YAHOO!**

geek**tyrant**

**THE HUFFPOST**

**THE MARY SUE**

**AND MORE...**

# MEDIA INQUIRIES

PR@fun.com | (507) 386-0207

TWITTER: @fundotcom\_    FACEBOOK: facebook.com/fundotcom    INSTAGRAM: @fundotcom\_