



For Immediate Release  
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## **LOCAL BUSINESSWOMAN RECEIVES PRESTIGIOUS INTERNATIONAL HONOR Long Beach Resident Nancy Zwiers Recognized As Top Entrepreneur**

Long Beach, CA (January 16, 2006) – Local entrepreneur Nancy Zwiers was recently honored as a Finalist in the prestigious Stevie Awards competition, an international awards competition recognizing the accomplishments of women executives and business owners. The awards are produced by the creators of the prestigious American Business Awards, hailed as “the business world’s own Oscars” by the New York Post (April 27, 2005).

Zwiers, who has made Long Beach her home for the last 17 years, is the founder and Chief Funosopher of Funosophy, Inc., a consulting firm specializing in the marketing of toys and other children’s entertainment products. Based in downtown Long Beach, Funosophy offers a full range of marketing services for clients ranging from large companies like The Disney Channel, Fisher-Price, Hasbro and LeapFrog to many mid-sized groups and start-up ventures.

Servicing more than 90 clients over the last 6 years, Funosophy is widely regarded as the preeminent brand building consulting firm in the toy industry. Many clients are drawn to the firm for Zwiers’ reputation as one of the most experienced and intuitive minds in the business. Zwiers boasts more than 25 years of marketing experience, including more than a decade in classical packaged goods and another 9 years at Mattel, where she rose to become the Senior Vice President of Worldwide Marketing for Barbie and Divisional General Manager. In the past five years, Zwiers has grown Funosophy from a home office to a fully staffed business enterprise, generating in excess of one million dollars in sales per year. Sales continue to increase year after year, with double-digit profit growth.

In addition to this year's prestigious Stevie Award, Zwiers' accomplishments and contributions to the toy industry were recognized by her peers in 2005 when she was named "The Wonder Woman in Toys", Entrepreneur Category, by the Women in Toys and Playthings organizations. Both honors further cement Zwiers' position as a leading expert in children's marketing – as such, Zwiers happily serves as an industry spokesperson, providing insightful commentary to broadcast and print journalists. She also continues to educate her peers through monthly columns in top industry publications.

While working hard to expand her successful consulting business, Zwiers has not lost sight of her original objective of balancing her professional endeavors and personal pursuits and remains dedicated to enhancing her personal, spiritual, and family life as well. Zwiers lives in Long Beach with her husband, Rich Wadley, and 10-year old daughter.

About Funosophy, Inc.:

Founded in 1999 by toy industry veteran Nancy Zwiers, Funosophy is the leading consulting firm in the toy industry, called upon by the toy and licensing industries for its talent, experience, and expertise in research, licensing, and brand consulting. Providing a synergistic blend of traditional packaged goods and toy marketing, Funosophy provides cutting edge solutions through custom consulting and decision making tools.

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