

Press release

EMBARGOED UNTIL: OCTOBER 29, 4:00 AM EASTERN

ASMODEE USA ANNOUNCES EXCLUSIVE DISTRIBUTION AGREEMENT WITH POPTACULAR

Roseville, MN – *October 29, 2021.* Today, Asmodee USA announced their exclusive distribution agreement with Poptacular. This partnership will bring their popular travel game *100 PICS*, to an audience within the US, Australia, Canada, South Africa, and the United Arab Emirates.

Poptacular, initially known for the *100 PICS* app, has a wide range of titles perfect for the entire family. The *100 PICS* travel game is pocket sized and packed with fun. It challenges players to guess different pictures based on partially revealing the image along with deciphering an anagram clue. *100 PICS* comes in a variety of editions, discovering if people can name popular logos, dog breeds, countries, and so much more. Each edition is designed to help boost brain memory and is a great stem toy and spelling game for kids and adults.

Andre Kieren, Head of USA Distribution, said “Poptacular’s *100 PICS* is a great addition to any hobby and toy & gift stores selection of titles. They will appeal to entire families, and we are happy to be working with Poptacular.”

“The Poptacular roller coaster has taken us to the heights of the app store with *100 PICS* - we’re thrilled to partner with Asmodee USA for the next part of the ride,” said Julian Stocker, Co-Founder, Poptacular.

Poptacular’s catalog of travel games will be available through Asmodee USA beginning November 2021.

About Asmodee USA

Asmodee USA Distribution is a sales, marketing, and distribution arm of the global Asmodee Group, a leading international company dedicated to bringing great games and amazing stories to all corners of the world. Asmodee USA Distribution represents the strongest portfolio of board games in the industry, including such favorite titles as *Catan*, *Ticket to Ride*, *Spot It!*, *Pandemic*, *Just One*, *Dixit*, *X-Wing™*, *Dead of Winter*, and many more.

About Poptacular



Poptacular creates feel good games for families – sometimes educational, always entertaining. 100 PICS is the worlds biggest picture game, with 1000s of pictures on 100s of topics, and over 50 million downloads on app stores. 100 PICS travel games allow the fun to continue - without wifi, battery or screentime needed!