

Asmodee USA and Professor Puzzle Announce New U.S. Distribution Partnership

Lino Lakes, MN — September 5, 2024: Asmodee US, a leading distributor in the board game and entertainment industry, is thrilled to announce an exclusive distribution partnership with Professor Puzzle, a renowned manufacturer of innovative and iconic social games. Under this new agreement, Asmodee will be the exclusive distributor for Professor Puzzle’s wide portfolio of games in hobby channels and exclusive distributor for select mass market channels, including Aldi, BJ’s Wholesale, Kroger, Party City, and Rite Aid amongst others, bringing an array of unique and engaging games to curated stores across the U.S.

Professor Puzzle, known for its creative approach and exceptional standing in the games market, has built a strong reputation with hit titles like *May Contain Butts*, *Subway Squeeze*, and *Escape from the Museum*. These playful, topical games are just some examples of Professor Puzzle’s commitment to fun, accessible, and memorable entertainment experiences. With this new distribution partnership, Professor Puzzle aims to strengthen its footprint in the U.S. and reach an even wider audience.

“We are really excited to be working with Asmodee to strengthen our sales and product placement in the U.S.,” said Adam Langley, Sales Director at Professor Puzzle. “We have been established in the market for many years, but we could not think of a better partner to help us reach the next level than Asmodee.”

Asmodee’s extensive network, experience, and reach in both hobby and mass markets make it the perfect partner for Professor Puzzle. This collaboration is poised to elevate Professor Puzzle’s visibility and availability in the U.S., ensuring that their innovative games find a home in more stores and with more players.

“Professor Puzzle is a brand that has consistently brought clever creativity and joy to the gaming community,” said Julien Sharp, Country Manager at Asmodee US. “With our combined expertise and shared passion for great games, we’re confident that this partnership will strategically enhance Professor Puzzle’s presence and product reach in the U.S. market.”

This partnership reflects a shared commitment to innovation and growth in the gaming industry, setting the stage for new opportunities and successes as Asmodee and Professor Puzzle combine their strengths to deliver exceptional gaming experiences to customers nationwide.

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About Asmodee

Asmodee, an Embracer company since March 2022, is an entertainment leader specialized in board games, committed to bringing people together through great games and amazing stories.

Thanks to its global and passionate workforce of over 2300 people, players around the world enjoy one of the largest board game IP catalogs with CATAN, Ticket to Ride, Dobble/Spot it!, Exploding Kittens, and 365 more across a variety of digital and physical platforms.

Headquartered in France (Guyancourt), Asmodee operates across Europe, North America, South America, and Asia. For more information: <https://corporate.asmodee.com/>.

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