

Introducing ***Brick Like This!***

The fun and fast-talking LEGO® building party game for families and friends.

Billund & Boulogne–Billancourt – January 7, 2025 – Today, the LEGO Group and Asmodee, a leading entertainment company specializing in tabletop games, announce their second jointly-crafted board game, *Brick Like This!*

Brick Like This! is a fun family party game where teams race to finish their LEGO® models. One teammate describes a LEGO model while the other teammate builds it. Communication and collaboration are key in this fun and fast-talking LEGO building party game!

Brick Like This! is based on a previously published game, created by designer Luca Bellini. The Dotted Games reinvention is a fresh take, combining communication and LEGO building, delivering fun aplenty!

Birgitte Bülow, Head of Dotted Games, the Asmodee studio dedicated to the LEGO partnership, says: *With Brick Like This! you can enjoy the familiarity of LEGO Bricks as an integrated part of a board game in a great combination that really lets everyone join in and have fun at the same time.*

Jaume Fabregat, Board Games Lead, LEGO Publishing, says: *Our goal when building the portfolio of LEGO board games is to be able to offer as many different players as possible a great game experience. With Brick Like This! we are offering a very easy-to-learn game that can be played with all types of players.*

The game will be officially unveiled to retailers and industry partners at the London Toy Fair and Nuremberg Toy Fair in January 2025. It will be available for purchase from August 1st, 2025 at Gen Con, the largest board game convention in North America, and from leading retailers around the world.

Brick Like This! is the second game in the collaboration between LEGO Group and Asmodee following *LEGO Monkey Palace*, which is a jungle-themed game of light strategy, that incorporates both collaborative and competitive elements. *Monkey Palace* is already available in stores.

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About Asmodee

Asmodee is a global leader specialized in tabletop games, committed to bringing people together through great games and amazing stories. Thanks to its global and passionate workforce of over 2,200 people, players around the world enjoy one of the largest tabletop game IP catalogs with CATAN, Ticket to Ride®, Dobble/Spot it!, Exploding Kittens and hundreds more across a variety of digital and physical platforms. With its operational headquarters in France, Asmodee operates across Europe, North America, South America, Asia and Oceania. Asmodee is part of the Embracer Group AB, whose shares are publicly listed on Nasdaq Stockholm under the ticker EMBRAC B. For more information: <https://corporate.asmodee.com/>