

Press release

FOR IMMEDIATE RELEASE

ASMODEE USA ANNOUNCES EXCLUSIVE ENGLISH LANGUAGE DISTRIBUTION OF THE MY HERO ACADEMIA COLLECTIBLE CARD GAME

Roseville, MN – March 16, 2021. Asmodee USA announced their exclusive English language distribution agreement for the *My Hero Academia Collectible Card Game* from Jasco Games. By combining their powers in a fight against boredom, this partnership will allow fans of the popular anime series and UniVersus™ CCG to experience the narrative in a new way.

In the *My Hero Academia CCG*, players build powerful decks around their favorite heroes, like All Might, Izuku Midoriya and Katsuki Bakugo, and battle against other fan favorite characters from Class 1-A. The *My Hero Academia CCG* utilizes Jasco Games' popular and proven UniVersus system. New players are being kept in mind, ensuring any fan of CCGs or the *My Hero Academia* show will enjoy the game. Asmodee USA and Jasco Games will also support the game with organized play to bolster the community around the CCG. Additional information on organized play will be available in the future.

“At Jasco Games, we’re committed to creating high quality, memorable games and are excited to partner with an industry leader that shares our values,” said Jason Hawronsky, CEO & Founder of Jasco Games. “Together with Asmodee, we look forward to bringing the high-energy *My Hero Academia CCG* to a wide audience.”

“The *My Hero Academia CCG* is an exciting opportunity for Asmodee and our customers,” remarked Andre Kieren, Head of USA Distribution. “We couldn’t be happier to partner with Jasco Games to bring this exciting license and game to retailers and their communities.”

The *My Hero Academia CCG* will launch in Summer 2021. Asmodee USA will work with select distributors to ensure the game is available to as wide an audience as possible. Stores will have access to several products for Wave 1 of the game, including: the 2-Player Rival Deck to start players off in the game; booster boxes containing 24 packs (10



random cards per pack), Deck-Loadable Content packs with set Character Cards and their Attacks, and playmats featuring iconic characters from the anime.

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 Jasco Games

Based in Las Vegas, Nevada, Jasco Games is a premier designer and publisher of tabletop games, collectible card games, board games, and more. Established in 1998, Jasco Games brings big screen classics and pop culture icons to life – and to your game tables! We're on a constant mission to create high quality games that are true to the source material and packed with layers of fun and fresh concepts! With a worldwide reach and a talented and diverse team, Jasco Games delivers superior product design and services. Jasco Games has joined forces with industry leaders Capcom, Warner Brothers, 20th Century Fox, Paramount, Toei Animation, Sunrise Animation, Funimation, SNK Playmore, Level 99 Games, and more. These partnerships and our unwavering commitment to quality are at the heart of our reputation as author and producer of the best gaming experiences.