



Press release

JUNE 10, 2019

ASMODEE USA DISTRIBUTION ANNOUNCES ASMODEMO PROGRAM FOR TOY & GIFT STORES

Roseville, MN – *June 10, 2019.* Asmodee USA Distribution is proud to work alongside Toy & Gift stores to help offer their customers the best choice of games on the market. To further advance our commitment to these retailers and their communities, Asmodee USA Distribution is launching the AsmoDemo program for stores taking part in the Core Package Program. This new initiative introduces stores' customers to games they are sure to love by giving them hands-on, guided experiences with featured products throughout the year on premium demo tables.

Beginning August 2019, Toy & Gift stores actively participating in the Core Package Program will receive the first AsmoDemo kit and a premium demo table for free. To qualify, a store must maintain the minimum stock on games as required by the Core Package Program. When a store completes its stock check on Core Package items with their sales representative during an AsmoDemo kit release month, they will receive that month's kit for free with their order. The AsmoDemo table is free with a store's first kit and while supplies last.

Every AsmoDemo kit comes with two demo games, everything a store needs to theme the demo table for those games, and material for training employees on the titles in the kit. August's kit includes: *Spot It!* and *Rory's Story Cubes* demo games; neoprene playmats that help demo each game; signage for the demo table; and links to training videos for the staff and demo videos for customers. The demo games and signage are all reusable and can easily be stored back inside the AsmoDemo kit for use later on.

In October 2019, a new AsmoPlay kit will be available with *Chop! Chop!* From DJECO and *Just One* from Repos Production. After the holidays, AsmoDemo continues in February 2020 with *Braintopia* from Captain Macaque and *Woofy* from DJECO.



“Asmodee USA Distribution wants to serve the gaming community, including families and casual players, in the best way possible. The AsmoDemo program helps introduce Toy and Gift stores’ customers to our wide range of accessible, high-quality products by offering them curated, educational looks into games we are sure they’ll love,” explained Ruby Nikolopoulou, Head of Marketing of Asmodee USA Distribution.

To learn more about the AsmoDemo program, please visit <http://www.asmodeena.com/asmodemo>. On the site, stores can view current and upcoming kits and more. For more information about Asmodee USA Distribution’s Core Package Program, stores can contact sales@asmodeena.com.

About Asmodee USA Distribution

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.