

Press release

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FOR IMMEDIATE RELEASE

ASMODEE NORTH AMERICA ANNOUNCES EXCLUSIVE CMON LIMITED DISTRIBUTION AGREEMENT

Roseville, MN – March 11, 2019. Asmodee North America has entered into an agreement with CMON Limited to exclusively distribute the publisher's board and tabletop games in North America. CMON's extensive library of beloved titles, including *Zombicide*, *Arcadia Quest*, and the *A Song of Ice & Fire Miniatures Game*, is a welcome addition to Asmodee North America's distribution line and reflects their commitment to bringing great games and amazing stories to everyone's tables.

The distribution deal goes into effect as soon as the operational transition is completed, which will be this spring. CMON will continue to run and manage their incredible Kickstarter campaigns, including offering customer support to regular and retail backers. Asmodee North America's customer service will take over support for non-Kickstarter related issues. CMON's all-star design team, including Director of Game Design Eric M. Lang, will continue to create games that bring fun to millions of tabletop fans.

"We are looking forward to distributing CMON's varied catalog of games in North America," said Andre Kieren, Head of Distribution for Asmodee North America. "The games they create always strive to tell an exciting story backed up with well-designed gameplay and high-quality components, which is a perfect fit for us. The evergreen titles like *Zombicide* and *Blood Rage* will strengthen our already strong catalog".

The relationship will be a familiar one as many of CMON's titles are already distributed overseas by the Asmodee Group. "Expanding our relationship with Asmodee by including CMON in Asmodee North America's library of distributed games is exciting and will be very beneficial to our customers," remarked Chern Ng Ann, CEO of CMON, Inc.

This agreement is an excellent opportunity to leverage Asmodee North America's experience and expertise in distribution while allowing CMON to focus on designing fantastic titles. Both companies look forward to bringing quality games to tabletop players.

About Asmodee North America

Asmodee North America is a publishing, 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 North America represents the strongest portfolio of board games in the industry, including such favorite titles as *Catan*, *7 Wonders*, *Dixit*, *Spot It!*, *Splendor*, *Pandemic*, *Dead of Winter*, *Ticket to Ride*, *X-Wing™*, and many more.

About CMON Limited

CMON Limited is an international publisher of board games, tabletop games and apps. Beginning from small hobbyist roots, CMON Limited has grown into a multinational group that publishes several award-winning games, including *Zombicide*, *Arcadia Quest*, *Blood Rage* and more.