

Press release

FOR IMMEDIATE RELEASE

PLAGUE INC THE BOARD GAME TO BE EXCLUSIVELY DISTRIBUTED BY ASMDEE USA

Roseville, MN – *April 20, 2021.* Asmodee USA announced their exclusive English language distribution of *Plague Inc: The Board Game* and the *Plague Inc: Armageddon* expansion. Both new and existing fans of the successful *Plague Inc.* digital game will easily be able to evolve novel pathogens as they battle to infect the world!

Plague Inc. is one of the world's most popular paid mobile games with over 160 million players and has topped the charts continuously since its release in 2012. Available on mobile, PC and console, it has been repeatedly praised by the CDC and WHO for how it portrays the details of a global pandemic response in a fun and accessible manner.

More recently in 2020, *Plague Inc: The Cure* was released as an expansion to the mobile game. Developed with the help of world health and infectious disease experts, including the WHO, players aim to save the world by managing proper global pandemic responses. The addition of a tabletop version to family of *Plague Inc.* products allows a new community of players to experience the smash hit in an all-new way.

In *Plague Inc: The Board Game*, one to four players take on the role of a mutating deadly disease, evolving unique symptoms to customize their pathogen as they compete against each other to infect countries across the globe. The *Plague Inc: Armageddon* expansion adds an additional player, and everyone is sure to enjoy the strategic depth, new abilities and the radically different disease types it introduces to the game.

"We are thrilled to include *Plague Inc: The Board Game* amongst the other successful tabletop titles in Asmodee's catalog," said James Vaughan, CEO and Founder of Ndeminc Creations, "It's an infectious game, please remember to wash your hands after playing!"

"*Plague Inc: The Board Game* is one of the best digital to tabletop adaptations around and we're truly excited to offer it to our retailers and their communities," remarked Andre



Kieren, Head of Asmodee USA Distribution. “We believe that together we can introduce digital and tabletop gamers – casual and experienced – to a new version of the game that will inspire some truly amazing stories and good times.”

Plague Inc: The Board Game and the *Plague Inc: Armageddon* expansion will be available at retailers in May 2021.

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 Ndemic Creations

Ndemic Creations is a leading, independent game studio dedicated to making intelligent, sophisticated and high-quality strategy games. Based in Bristol, UK, Ndemic achieved extreme success with its first game, *Plague Inc.* – a global hit with over 160 million players which is one of the top five most successful paid mobile games ever. Ndemic’s latest game is *Rebel Inc.*, a political/military simulation inspired by events in Afghanistan.

On behalf of all players of *Plague Inc.*, Ndemic Creations donated \$250,000 to CEPI and the WHO to help fight COVID-19. You can find out more about this partnership at plagueinc.com/cureinfo

The new Cure expansion for *Plague Inc.* is free for all players until COVID-19 is under control.