



Press release

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ASMODOEE USA DISTRIBUTION ANNOUNCES REVITALIZED ASMOPLAY, A PREMIUM CASUAL PLAY EVENTS PROGRAM

Roseville, MN – *June 12, 2019.* Asmodee USA Distribution is committed to supporting gaming communities in brick-and-mortar hobby stores. To that end, a refreshed AsmoPlay program returns this summer with a new look and approach to supporting casual play events in qualifying Best Sellers Program member stores across the United States. Beginning in July 2019, new themed AsmoPlay boxes will release every two months. Each premium box is free to qualifying stores and includes promo items for five games, both new and classic. The program offers unparalleled support and flexibility, allowing stores to run their casual play events as they see fit.

To qualify for and participate in AsmoPlay, a store must be an active member of Asmodee USA Distribution's Best Sellers Program. They do so by maintaining a stock level of two on each Best Sellers game. Once a store completes its stock check for any missing titles during an AsmoPlay release month, they will receive their free box with their order. Stores will be limited to one free box each release.

Every AsmoPlay box is crafted around a specific theme, beginning with "Adventure" in July. The premiere box features promotional items for a range of games from Asmodee USA Distribution's library, including: extended art hero cards for *Lord of the Rings: Journeys in Middle-earth* from Fantasy Flight Games; the Giggles the Clown Survivor for *Dead of Winter* from Plaid Hat; a metal, first player coin for *Nagaraja* from Hurrigan; three different promos for *Dice Forge: Rebellion* from Libellud; and Special Operations maps for *Captain Sonar* from Matagot. The second AsmoPlay box theme is "Mystery" in September 2019, with new themed boxes launching every two months.



"Asmodee USA Distribution is taking the AsmoPlay concept to a whole new level with this revitalized program for premium, casual play events. We want to be right there with our retailers to help grow their business by supporting their local community of current and future gamers," said Ruby Nikolopoulou, Head of Marketing of Asmodee USA Distribution.

To learn more about the AsmoPlay program, please visit www.asmodeena.com/asmoplay. On the site, stores can see upcoming kits, their contents, and find digital assets to support their events. Available assets include social images and text, printable posters, and more to help retailers promote their AsmoPlay events online and in store.

For more information about Asmodee USA Distribution's Best Sellers 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.