

Press release

EMBARGOED UNTIL: OCTOBER 29, 4:00 AM EASTERN
**ASMODEE USA ANNOUNCES NON-
EXCLUSIVE DISTRIBUTION AGREEMENT
WITH DYCE GAMES**

Roseville, MN – *October 29, 2021.* Asmodee USA announced their non-exclusive distribution agreement with Dyce Games. This agreement will bring their library to both hobby and toy & gift customers looking for a variety of fun family and adult games.

Dyce is well known for its initial game *Bad People*, one of the most savage party games ever made. Players take turns voting for their friends on outrageous questions sure to reveal a little more about everyone playing. After their initial success, Dyce went on to create other party games, including *Pick Your Poison*, a game of unbelievable what would you rather do scenarios. It's the perfect game for a good laugh as you figure out just how messed up your friends are. Other popular titles include *Brain Freeze* and *Bad Choices*.

"After playing their party games, working with Dyce was a no-brainer," said Andre Kieren, Head of USA Distribution. "We're excited to add their unique take on games designed to bring families and friends together for a great time."

"The Dyce team is really excited to be working with Asmodee USA. Asmodee has an excellent reputation, and we can't wait to get our awesome games out there," said Mike Lancaster, President/Founder Dyce LLC.

Dyce games, including *Bad People*, *Bad Choices*, *Pick Your Poison NSFW*, and *Brain Freeze NSFW* will be available through Asmodee USA in November 2021 with more releases to come.

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 Dyce



Dyce is a fun team of passionate game lovers, designers and marketers originally founded in 2016 by Mike Lancaster. After the success of his first game *Bad People*, Dyce has grown their game portfolio to include many amazing family and adult party games that they're proud to sell across the world. Their mission is to create fun games that people can play together in the real world, bringing friends and families closer together.