



# Press release

**FOR IMMEDIATE RELEASE**

## **ASMODEE USA DISTRIBUTION BEGINS DISTRIBUTING EXPLODING KITTENS, INC GAMES**

Roseville, MN – *March 10, 2020.* Asmodee USA Distribution is exploding with excitement to announce a new, non-exclusive distribution agreement for Exploding Kittens, Inc's hilarious, sometimes inappropriate, line of games for hobby retailers. Flagship Retailers can order games and expansions from popular series like *Exploding Kittens*, *Bears vs Babies*, *Throw Throw Burrito*, and more.

Exploding Kittens dominated the tabletop gaming world when Matt Inman, the celebrated author of *The Oatmeal*, and Elan Lee, former Chief Design Officer at Xbox, introduced players to the *Exploding Kittens* card game in 2015. Now, it has two expansions with a third, *Barking Kittens*, releasing in Fall 2020. More non-kitten-based games are also available, including *You've Got Crabs*, *Bears vs Babies*, and *On a Scale of One to T-Rex*. Of course, for players looking for something a little more food-based, the party game *Throw Throw Burrito* and *Throw Throw Burrito: Extreme Outdoor Edition*, another upcoming Fall 2020 release, are great options.

"Adding Exploding Kittens' line of fun and hilarious games to Asmodee USA's library of distributed titles is exciting for us and great news for our Flagship Retailers," said Andre Kieren, Asmodee USA's Head of United States Distribution. "From party games to family-friendly experiences, Exploding Kittens has a lot to offer hobby retailers and their customers."

"Exploding Kittens is ecstatic to work with Asmodee USA. We have been close partners with the Asmodee Group for the past few years and are excited to expand our partnership to the United States team. When it comes to the tabletop games industry, it is rare to find such a knowledgeable and passionate group of people," said Carly McGinnis, COO Exploding Kittens.

GAMA Expo 2020 attendees in Reno, Nevada are invited to visit Asmodee USA Distribution's exhibit hall booth on Wednesday, March 11 and Thursday, March 12 to learn about the special Exploding Kitten show deal.



#### **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.

#### **About Exploding Kittens**

Exploding Kittens is a leading game and entertainment company with a mission to inspire people to connect, laugh, and play fun games in the physical world. After initially seeking to raise \$10k through Kickstarter, the *Exploding Kittens* campaign raised \$8.7M in 30 days from 219,000 backers. To date, *Exploding Kittens* is the #1 most-backed project in Kickstarter history and has sold nearly 10 million copies.

Started by former Xbox game designer Elan Lee and [The Oatmeal's](#) founder Matt Inman, Exploding Kittens and its family of games recreates game night for a humorous and fun person-to-person experience. Today, there are five games available for purchase – *Exploding Kittens*, *Bears vs Babies*, *You've Got Crabs*, *Throw Throw Burrito*, *On a Scale of One to T-Rex*, as well as an *Exploding Kittens* mobile app that is one of the top 30 premium games on both iOS and Android.