

Press release

ASMODEE USA AND FITZ GAMES ANNOUNCE STRATEGIC DISTRIBUTION PARTNERSHIP

ROSEVILLE, MN – March 3, 2024 - Asmodee USA and Fitz Games, renowned creators of engaging party and trivia games like *Dios Mio*, *The Queer Agenda*, *Alice Cooper's Horror Box* and more, are thrilled to announce their strategic distribution partnership. Through this partnership, Asmodee USA will immediately begin distributing Fitz Games titles to hobby stores and select mass market retailers.

In 2019 Fitz Games began a path of developing fun party games. Fitz Games is comprised of passionate people - over 100 writers, comedians, artists, and cultural tastemakers to create memorable party games. Founded in 2019, Fitz Games quickly grew into a global gaming movement. Their team reflects the diversity of their players and celebrates the joy of community through gaming. Fitz Games is committed to environmental sustainability by packaging all titles in recyclable materials and actively contributing a portion of their proceeds to local and national community-based organizations.

"We're thrilled to announce our distribution partnership with industry leader Asmodee USA," says Mike Rosenbaum, Founder of Fitz Games, "Asmodee's impressive scale and notoriety in the industry is the perfect partner to help spread laughter and community through our games. We look forward to continuing to find ways of expanding the partnership and making great gains in the party gaming world."

"We're delighted to announce our distribution partnership with Fitz Games," says Julien Sharp, Country Manager of Asmodee USA, "Their exceptionally fun, multicultural party games like *Dios Mio* align with Asmodee USA's commitment to bring a diverse collection of amazing titles to our retailers and their customers. The entire team and I are excited to bring these hilariously unforgettable titles to game tables across the country!"

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About Asmodee

Asmodee, an Embracer company since March 2022, is an entertainment leader specialized in board games, committed to bringing people together through great games and amazing stories.

Thanks to its global and passionate workforce of over 2300 people, players around the world enjoy one of the largest board game IP catalogs with CATAN, Ticket to Ride, Dobble/Spot it!, Exploding Kittens, and 365 more across a variety of digital and physical platforms

Headquartered in France (Guyancourt), Asmodee operates across Europe, North America, South America, and Asia. For more information: <https://corporate.asmodee.com/>.

About Fitz Games

Fitz Games is on a mission to bring people together shared laughs & community - games written by the people, for the people. Their diverse team of 100+ creatives, writers and comedians span across the country, all from different backgrounds. The "Fitz Fam" has one thing in common: a love for comedy and games!

The Fitz line of over 15+ titles include: the LGBTQ+ themed title "The Queer Agenda®", Latino themed title "Dios Mio!®", the horror themed game co-written with Alice Cooper "HorrorBox®", and many more!

To see the full lineup and learn more visit www.fitzgames.com.

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