



Press release

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ASMODEE NORTH AMERICA AND ALLIANCE GAME DISTRIBUTORS ANNOUNCE NEXT PHASE OF DISTRIBUTION AGREEMENT

Roseville, MN; Fort Wayne, IN — Asmodee North America (ANA) and Alliance Game Distributors (AGD) have announced the next phase of their longstanding distribution agreement as both companies continue to evolve to best support the ever-growing market.

Effective as of July 1, 2019, ANA will expand their direct relationship with certain key retail partners, offering support through their own, newly-formed, in-house sales team. AGD will continue to serve as the exclusive distribution partner to General and Specialty Game Retailers, providing the experience and excellence in service they are known for.

“We are excited to continue to work with such a key trading partner as Asmodee North America,” said Daniel Hirsch, President of Alliance Game Distributors. “We look forward to continuing to provide the Specialty Market with the highest level of service, marketing, and sales efforts for all of ANA’s product lines.”

“ANA and Alliance’s distribution partnership has been strong, and we are proud of the work we’ve done and will continue to do together,” said Andre Kieren, Head of Distribution for Asmodee North America. “Everyone here at ANA is excited for this new phase in the distribution deal where we will serve certain key retail partners directly with a dedicated sales team while the majority of our retail partners remain serviced through Alliance.”

This announcement of an evolved distribution agreement comes as the summer convention season begins, with key releases coming to market, including the follow up to last year’s innovative Unique Deck Game, *Keyforge™*, *Keyforge: Age of Ascension™* from Fantasy Flight Games; the anticipated latest release from Days of Wonder, *Corinth*; a new edition of Z-Man’s beloved *Love Letter*; and the silly, cooperative game of *Quirky Circuits* from Plaid Hat Games.



Contact

For sales and business inquiries related to this announcement, please contact Brendan Bell, VP of US Hobby Sales, at bbell@asmodeena.com.

For questions directed to Alliance Games Distributors, please contact Mike Webb, VP of Marketing, Data, and Customer Service, at mew@alliance-games.com.

About Asmodee

Asmodee Group is a leading international games publisher and distributor with operations located in Europe, North America, and China. Asmodee's best-known titles, either published or distributed on behalf of key publishing partners, include Catan, Ticket to Ride, Splendor, Dobble/Spot it!, Star Wars: X-Wing, 7 Wonders, Dixit, Takenoko, Abyss, Timeline, Jungle Speed, The Werewolves of Miller's Hollow. In some European countries, Asmodee also distributes trading card games such as Pokemon, Magic, and Yu-Gi-Oh! Asmodee is headquartered in Guyancourt, France. For more information, please visit corporate.asmodee.com.