

## **Asmodee USA Selected as Exclusive Distribution Partner for Uncommons Publishing**

**Roseville, MN — October 24, 2024:** Asmodee USA is proud to announce an exclusive distribution partnership with UP Games, bringing the studio's first release, *Floristry*, to all sales channels, including hobby, speciality, mass market, and toy & gift retailers.

UP Games, is a new studio in the tabletop gaming space, founded by David Gordon and TAM, co-designers of *Monkey Palace*, the first game released from Asmodee's LEGO Group collaboration, Greg May, Founder & CEO of The Uncommons board game cafes, as well as Ammon Anderson, the designer of *Gnome Hollow*. The studio aims to expand the board game audience by publishing easy to learn and accessible games for all ages. The studio's first game to market, *Floristry*, was originally selected for and shown at the PAX Unplugged Rising Showcase in 2023, and has continued to draw interest and excitement within the industry.

"At Asmodee, we're always on the hunt for the next big thing to ignite gamers' excitement," said Julien Sharp, Country Manager, Asmodee North America. "Teaming up with the creative minds at UP Games allows us to offer players light strategy games crafted by renowned designers, ensuring a fresh, fun experience for every type of gamer. This partnership strengthens our mission to deliver top-tier games that fuel passion and keep the tabletop community thriving."

"We are delighted to announce our partnership with Asmodee," says David Gordon, co-designer of the new hit game *Monkey Palace*. "Asmodee's global reach, extensive expertise, and dynamic team will help us navigate worldwide distribution of our first release *Floristry*. It has truly been an honor and privilege to collaborate with them, and we couldn't be more excited about our studio's future having the industry leader Asmodee as our distribution partner."

"We started our studio with a few missions — to bring great board games to unconventional spaces, create rich experiences for overlooked audiences, and bring new ideas to the tabletop world," commented TAM, the other designer of *Monkey Palace*,

Greg May, owner of several board game bars and cafes, agreed. "As the largest specialty board game retailer in New York City, I've spent more than a decade learning what gamers are missing- and I know there is no company more capable and more visionary than Asmodee. They have a unique scale, and we're thrilled to partner with the group behind so many of the most important games we truly love."

Ammon Anderson, *Floristry* art director and creator of the sensational *Gnome Hollow*, added "We're excited to grow with Asmodee, and hope players around the world dig what we've been working on. Pardon the floral language, but Asmodee is no garden variety company and we're proud that our game rose to their standards. For anyone looking for an evergreen two-player game that only takes two minutes to learn and twenty minutes to play, we hope *thistle* will be your new best bud."

With Asmodee USA as the exclusive distributor, Floristry will be available to players through all major retail channels starting in March 2025, marking the beginning of an exciting collaboration between Asmodee and UP Games.

### **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/>.

### **Media Contact**

Ashley Pinney

Communications & PR Manager

[apinney@asmodee.com](mailto:apinney@asmodee.com)