



Press release

FOR IMMEDIATE RELEASE

ASMODEE USA DISTRIBUTION BECOMES EXCLUSIVE DISTRIBUTOR OF MANTIC GAMES' HELLBOY: THE BOARD GAME LINE

Roseville, MN – *March 10, 2020.* Asmodee USA Distribution is thrilled to announce it is now the exclusive distributor of Mantic Games' *Hellboy: The Board Game*, its expansions, including *The Wild Hunt* and the upcoming *Hellboy in Mexico*, and add-ons all inspired by Mike Mignola's award-winning *Hellboy* comics and graphic novels. Asmodee USA will also stock, non-exclusively, Mantic's TerrainCrate: a range of fantastic, pre-assembled plastic scenery perfect for bringing various games to life on the tabletop.

Hellboy: The Board Game immerses players in the roles of Hellboy and other Bureau of Paranormal Research and Defense (B.P.R.D.) members as they face off against Rasputin and other terrifying bosses. Mantic Games worked tirelessly alongside Mike Mignola and Dark Horse Comics to bring Hellboy, his allies, and his enemies to life in high-quality, pre-assembled plastic miniatures. Fans of Mignola's work and board game enthusiasts alike will appreciate the close attention to detail along with the tense exploration and spectacular combat the game offers.

"We are proud that Mantic trusts Asmodee USA Distribution to be the exclusive distributor of *Hellboy: The Board Game*," Andre Kieren, Asmodee USA's Head of United States Distribution. "Mantic's skill at game design and miniature production mix perfectly with Mike Mignola's rich *Hellboy* universe, and we are excited to offer the games and supplies to our customers."

"With Asmodee, we've found the perfect partner to showcase our mass market products, such as *Hellboy: The Board Game* and TerrainCrate," added Ronnie Renton, Mantic Games CEO. "Asmodee's excellent sales team and unparalleled reach into the USA board game market will ensure these fantastic products reach a whole new audience and will be available in stores across America."

Mantic's line of *Hellboy: The Board Game* products will be available in Q2 2020, including the upcoming expansion, *Hellboy: The Board Game – Hellboy in Mexico*. The new



expansion introduces exciting new heroes, enemies, and case files to the game. Players will journey to Mexico to fight off an outbreak of supernatural activity as Hellboy and three luchador brothers.

GAMA Expo 2020 attendees in Reno, Nevada are invited to visit Asmodee USA's booth in the exhibit hall on Wednesday, March 11 and Thursday, March 12 to see the *Hellboy: The Board Game* line and place pre-orders.

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 Mantic Games

In the nine years since launch, Mantic Games has released several complete tabletop gaming systems including Kings of War®, DeadZone®, Mars Attacks® and DreadBall™. The team's obsession for making detailed miniatures, simple but challenging games and great value-for-money products has seen Mantic become a global presence in the tabletop gaming arena. Mantic Games has a strong relationship with its community, and crowd funding has raised extra development money for recent product launches – allowing bigger ranges in plastic for the retail launch. To date, backers have pledged more than \$5m to help new projects come to life, making Mantic one of Europe's most funded companies on Kickstarter. Mantic has sales offices in the USA and UK, supplies 20 countries, has a complete design studio team, a global supply chain with production facilities based in Nottingham, England. To find out more, please visit www.manticgames.com

About Dark Horse

Founded in 1986 by Mike Richardson, Dark Horse Comics is an excellent example of how integrity and innovation can help broaden a unique storytelling medium and transform a company with humble beginnings into an industry giant. Under a new partnership with Vanguard Visionary Associates, Dark Horse is positioned to further expand its reach globally with publishing, products, and filmed entertainment. Over the years, Dark Horse has published the work of creative legends such as Yoshitaka Amano, Margaret Atwood, Paul Chadwick, Geof Darrow, Will Eisner, Neil Gaiman, Dave Gibbons, Faith Erin Hicks, Kazuo Koike, Matt Kindt, Jeff Lemire, Mike Mignola, Frank Miller, Moebius, Chuck Palahniuk, Wendy Pini, and Gerard Way. In addition, Dark Horse has a long tradition of establishing exciting new creative talent throughout all of its divisions. The company has also set the industry standard for quality licensed comics, graphic novels, collectibles, and art books, including *Aliens*, *Stranger Things*, *Avatar: The Last Airbender*, *The Legend of Korra*, *Predator*, *Minecraft*, *The Legend of Zelda*, *Super Mario*, *Dragon Age*, James Cameron's *Avatar*, *Game of Thrones*, *Mass Effect*, *StarCraft*, *The Witcher*, and *Halo*. Today, Dark Horse Comics is one of the world's leading entertainment publishers.

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