



Press release

FOR IMMEDIATE RELEASE

ASMODEE USA DISTRIBUTION GOING DIRECT TO ALL CHANNELS

Roseville, MN – *March 10, 2020.* Asmodee USA Distribution will begin selling direct to all retail channels starting July 1, 2020. Its current distribution agreement with Alliance Game Distributors expires on June 30, 2020. As Asmodee USA transitions to a full-service distributor for all channels, retailers can expect an expanded Sales team capable of supporting retailers with best-in-class service.

Asmodee USA recognizes the benefit of choice and that many retailers work with multiple distribution partners. Once sales are open to all channels on July 1, 2020, ACD Distribution will act as Asmodee USA's new distribution partner. Retailers will be able to order games and supplies from ACD. Asmodee USA's industry-leading trade programs, including the Best Sellers Program, AsmoPlay, AsmoDemo, and more, will only be available directly through Asmodee USA.

"Selling directly to all channels is an exciting new step for Asmodee USA. We've been building towards this goal, implementing systems and teams that will help us achieve the high standards we hold ourselves to when it comes to servicing our retailers," said Andre Kieren, Asmodee USA's Head of United States Distribution. "Our knowledgeable and enthusiastic Sales team will be ready to service our customers as we strive to offer them the best games, trade programs, and services. We are also thrilled to have ACD with us as part of this step. ACD has years of distribution experience and dedication to customer service that will offer retailers an additional option when purchasing our games."

Asmodee USA will hold an Open House event at the Radisson Blu Mall of America from September 24 to September 26, 2020. Retailers are invited to attend and learn about Asmodee USA's trade programs, games, and more. Retailers are encouraged to visit www.asmodeena.com for up to date information as it is available.

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.