



**FOR IMMEDIATE RELEASE**

**ASMODEE NORTH AMERICA ANNOUNCES EXCLUSIVE DISTRIBUTION AGREEMENT WITH ALLIANCE GAME DISTRIBUTORS IN THE U.S.A.**

*June 1, 2017*

Asmodee North America is excited to announce an exclusive distribution partnership with Alliance Game Distributors in the United States.

The multi-year agreement, which goes into effect on August 1st, 2017, is aimed at broadly increasing support for U.S. hobby games retailers. This includes the creation of a large, dedicated Asmodee Specialist Team at Alliance, significant updates to Asmodee's sales policies, and a number of upcoming retailer initiatives designed to support and grow the market.

More information on updated Asmodee sales policies and details about upcoming retailer initiatives will be made available in late June.

"This is an amazing and transformational deal," said Christian T. Petersen, CEO of Asmodee North America. "We at Asmodee have long enjoyed a terrific and productive relationship with the great people at Alliance. This deal joins the combined experience of both organizations to craft a communications and distribution infrastructure that we believe will positively affect both retailers and consumers in the hobby games market."

"We are truly honored to be part of this historic agreement," said Daniel Hirsch, president of Alliance Game Distributors. "Alliance has enjoyed a very close relationship with the companies that make up Asmodee North America for over 20 years. We are both proud and grateful that Asmodee has placed its trust in us for the stewardship of its brands."

For additional information related to this announcement, please refer to the Q&A sheet attached hereto.

For sales and business inquires related to this announcement, please contact Brendan Bell, Hobby Market Sales Manager, at [bbell@asmodeena.com](mailto: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](mailto:mew@alliance-games.com).