



# Press release

**FOR IMMEDIATE RELEASE**

## ASMODEE USA TO DISTRIBUTE HELVETIQ GAMES

**Roseville, MN – August 16, 2019.** Asmodee USA Distribution announced they are working with Swiss based publishing house Helvetiq as their exclusive distributor for games in the United States. Beginning in September 2019, Helvetiq's catalog of games will be available to retailers looking to provide their customers with fun and creative gameplay experiences.

"We are always looking for strong local partners that bring our brand to gamers and shops worldwide," said Hadi Barkat, CEO & Founder of Helvetiq. "With Asmodee USA, we now have a U.S. distribution partner who shares our ambition and passion for the world of games. Their portfolio includes amazing titles, and we are honored to join with a line up that particularly suites casual gamers, families, and design aficionados. We are excited that, together, we will make our games accessible to an even wider audience."

Andre Kieren, Head of Distribution for Asmodee USA, said, "Adding Helvetiq's library of games, both established and upcoming, to Asmodee USA Distribution's library is fantastic news for everyone. We look forward to providing their unique offering of titles to our customers."

At Gen Con 2019 in Indianapolis, IN, over 70,000 visitors had a chance to play Helvetiq's upcoming *Kawaii* and *Misty* pocket games due out later this year.

### **About HELVETIQ**

HELVETIQ is an international publishing house based in Switzerland and founded in 2008. The creative team of ten has published over 60 titles in 20 languages for 30 countries. The company is best-known for its pocket games like *Bandido*, its matchbox collection including *ColorFox*, wooden games like *Team Up* and for surprising gamers with new ideas all the time.

### **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.