

PRESS RELEASE

CANADIAN DISTRIBUTION OF FANTASY FLIGHT GAMES (FFG) AND ATOMIC MASS GAMES MOVING TO LION RAMPANT IMPORTS

Rigaud, QC – June 15, 2020. Asmodee Canada announces that as of June 26, 2020, the Canadian distribution of Fantasy Flight Games (FFG) and Atomic Mass Games will be transferred to its partner company, Lion Rampant Imports. This move follows last year's acquisition of Lion Rampant by Asmodee Canada. The purpose behind the shift being to provide clearer alignment between the key areas of focus of each company and their respective product portfolios.

"This was a strategic decision based on the brand identities of both companies, on their relative positions within the market, and on their key capabilities," says Asmodee Canada CEO, Jayson Pickford. Lion Rampant is the leader in Puzzles and Core and Hobby Adventure Games, while Asmodee's strengths lie in its innovative IP, which includes an expansive range of game categories like family games, party games and educational games, among others, and which appeal to a broad consumer audience. "The shift of these two publishers to Lion speaks to our commitment to reinforce the two companies as individual entities, while staying true to the core strengths of each," he continues.

"The Lion team is excited to take on the distribution of FFG and Atomic Mass Games," says Kevin Ratko, Lion Rampant General Manager. "The two product lines fit seamlessly within our product portfolio. This move highlights Asmodee's belief in Lion Rampant as a leading standalone distributor in Canada," he adds.

The entire FFG and Atomic Mass Games product portfolios will move to Lion Rampant, including both English and French titles.

About Asmodee Canada

Asmodee Canada is a publishing, 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 Canada represents the strongest portfolio of board games in the industry, including such favourite titles as *Catan*, *Dixit*, *Spot It!*, *Splendor*, *Pandemic*, *Carcassonne*, *Ticket to Ride*, and many more.

About Lion Rampant Imports

Lion Rampant Imports is the premier Canadian distributor of puzzles and Hobby Adventure games, operating out of Brantford, Ontario, Canada. Founded in 1992, Lion Rampant was acquired by leading tabletop game distributor, Asmodee Canada in 2019. Notable games in the company's collection include *Magic: The Gathering™*, *Dungeons & Dragons™*, *Codenames*, *Ghost Blitz*, *Saboteur*, *Unstable Unicorns* and many more.

About FFG

FFG is a leading hobby game publisher with a massive array of board and card games, roleplaying games, Living Card Games®, miniatures games and digital games. The company has earned a reputation for its innovative gameplay, immersive gaming experiences, and top-quality game components (often enhanced with highly detailed plastic miniatures and beautiful artwork). Many of the company's most popular titles are based on beloved licenses such as *Star Wars*, *A Game of Thrones*, and J.R.R. Tolkien's *The Lord of the Rings*, as well as its own proprietary licenses such as *Legend of the Five Rings*, *Android*, and *Runebound*.

About Atomic Mass Games

Atomic Mass Games is focused on one singular purpose: becoming one of the top hobby miniatures game companies in the world. Composed of veterans from the tabletop miniatures games industry, Atomic Mass Games is committed to delivering immersive lifestyle hobby games that combine industry leading tabletop miniatures and fast, fun, kinetic game rules to create lifelong collectors and players. The publisher specializes in the *Marvel Crisis Protocol* miniatures series.

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