

ASMODEE CANADA ANNOUNCES EXCLUSIVE CMON LIMITED DISTRIBUTION AGREEMENT

Rigaud, QC – March 20, 2019. Asmodee Canada, in collaboration with Asmodee USA, has entered into an agreement with CMON Limited to exclusively distribute the publisher's English and French board and tabletop games in Canada. CMON's extensive library of beloved titles is a welcome addition to Asmodee Canada's current portfolio and reflects the company's commitment to bringing great games and amazing stories to Canadians across the country.

The distribution deal will be in effect as soon as the operational transition is complete, as early as this spring for English titles. French titles will transition later this spring, as new releases are made available. CMON will continue to run and manage their incredible Kickstarter campaigns, including offering customer support to regular and retail backers. Asmodee Canada's customer service will take over support for non-Kickstarter related issues. CMON's all-star design team, including Director of Game Design Eric M. Lang, will continue to create games that bring fun to millions of tabletop fans.

"We are looking forward to distributing CMON's varied catalog of games in North America," said Andre Kieren, Head of Distribution for Asmodee USA. "The games they create always strive to tell an exciting story backed up with well-designed gameplay and high-quality components, which is a perfect fit for us. Evergreen titles like Zombicide and Blood Rage will strengthen our already robust catalog".

The relationship will be a familiar one as many of CMON's titles are already distributed overseas by the Asmodee Group. "Expanding our relationship with Asmodee by adding CMON to its Canadian and US offering is exciting and will be very beneficial to our customers," remarked Chern Ng Ann, CEO of CMON, Inc.

This agreement is an excellent opportunity to leverage Asmodee Canada's experience and expertise in distribution while allowing CMON to focus on designing fantastic titles. Both companies look forward to bringing quality games to tabletop players.

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 favorite titles as Catan, Dixit, Spot It!, Splendor, Pandemic, Dead of Winter, Ticket to Ride, X-Wing™, and many more.

About CMON Limited

CMON Limited is an international publisher of board games, tabletop games and apps. Beginning from small hobbyist roots, CMON Limited has grown into a multinational group that publishes several award-winning games, including Zombicide, Arcadia Quest, Blood Rage and more.