



Press release

OCT 1ST, 2020 | FOR IMMEDIATE RELEASE | Nottingham, UK/Ludwigsburg, Germany

ACONYTE BOOKS ARE COMING TO GERMANY, CARE OF CROSS CULT!

Asmodee Entertainment are delighted to announce that Aconyte, the new fiction imprint of global games group Asmodee, has licensed its game-based book series for German translation and publication by noted pop culture publishing house Cross Cult. The deal was concluded by Asmodee Entertainment's licensing manager, Alexander Thieme.

Starting in April 2021, the Ludwigsburg-based publisher will commence with a range of novels based on popular Asmodee tabletop games such as *Arkham Horror*, *Twilight Imperium*, *Pandemic*, and *Legend of the Five Rings*. The novels are brand new stories based in some of the most imaginative game worlds around, bringing tales of adventure and fantasy specifically written to appeal to dedicated fans and general readers alike.

"I can think of no finer partner for the German publishing market than the enthusiastic and passionate team at Cross Cult. I look forward to many years of collaborating to build a great publishing success!" comments Aconyte's publisher Marc Gascoigne.

Cross Cult was established in Germany in 2001 as a publisher of comic books based on the most popular fantasy and horror films and tv shows, and more recently video games too. Novels joined their list in 2008, and now include *Star Trek*, *Doctor Who*, and *The Walking Dead*. They also publish original novels by award-winning genre authors such as Connie Willis, Stephen Baxter, Nnedi Okorafor, and Dirk van den Boom. In 2018 the Manga Cult label was added to the list, to publish classics like *Blame!* and *Gantz*, and the current top seller *Demon Slayer*.

Cross Cult's publisher Andreas Mergenthaler said, "Cross Cult is very pleased that, in addition to countless TV and cinema franchises, we are now adding novels on numerous beloved board games from Asmodee to our publishing program."

Press Contacts

To find more information or to arrange an interview about Aconyte's mission, see aconytebooks.com or email contact@aconytebooks.com



Markus Rohde, Cross Cult's novels line editor added, "There are great narrative opportunities here. The worlds of these board game classics are extremely diverse. In one novel you can immerse yourself in a Lovecraft-inspired nightmare, the next is an epic, sweeping space opera. Of course, the novels don't just offer fans who have played the games for many years an extension of their passion. There are also great stories for science fiction, horror or thriller readers."

As part of its ambitious mission to set up exciting new content platforms for both wholly owned and top flight third-party properties, Asmodee Entertainment has recently announced Aconyte's plans to produce novels set in the worlds of some of Asmodee's most popular games and a host of characters from the Marvel comics universe. The imprint's mission is to go beyond tie-in fiction and novelizations, to produce vibrant stories with richly imagined characters in living, deeply realised settings. The list debuted in early September 2020, with English-language sales and distribution handled by Simon & Schuster.

About Asmodee Entertainment

Asmodee Entertainment is a platform of games publisher and distributor Asmodee. Its mission is to extend Asmodee's intellectual properties into TV/film, novels and comics, location based-entertainment, and consumer products, working closely with Asmodee Boardgames and Asmodee Digital. Through best-in-class partnerships across the full spectrum of opportunities, Asmodee Entertainment will create truly global intellectual properties and brands. Learn more at aconytebooks.com or asmodee-entertainment.biz

About Asmodee

Asmodee Group is a leading international games publisher and distributor committed to telling amazing stories through great games with many tens of millions of games sold in more than 50 countries. Through our portfolio of iconic game titles, including *Catan*, *Ticket to Ride*, *Pandemic*, *Arkham Horror*, *Splendor*, *KeyForge*, *Dobble/Spot it!* and *Star Wars: X-Wing*, we create a dynamic transmedia experience for players across a variety of digital and physical platforms. Asmodee also creates inspiring and innovative products in partnership with leading entertainment and technology companies. Asmodee operates in Europe, North America, South America and Asia and is headquartered in Guyancourt, France. Learn more at corporate.asmodee.com

About Cross Cult

The Ludwigsburg-based German publisher Cross Cult has been publishing comics as carefully edited hardcover editions since 2001. Among the most famous titles are *Sin City*, *The Walking Dead*, *Hellboy*, and other successfully filmed material. Topic-wise Cross Cult stands for the genres horror, fantasy, crime and science fiction. The comic adaption of the Nickelodeon and Netflix series *Avatar – the Lord of the Elements* is especially successful. Since the beginning of 2008, novels have also found their way into the publishing list (*Star Trek*, Ian Fleming's *James Bond*, *Doctor Who*, and the thriller series *Castle*). Since 2018, the label Manga Cult has been part of the publishing program – with classics like *Blame!* and *Gantz*, and the current manga top seller *Demon Slayer*. Since 2020, Cross Cult has also been publishing puzzles with comic motifs. Find out more at cross-cult.de

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