



# Press release

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## **ACONYTE BOOKS AND ASMDEE ITALIA PARTNER FOR ITALIAN NOVELS**

Asmodee Entertainment are delighted to announce that their new fiction imprint, Aconyte Books, has agreed a multi-year arrangement with Asmodee Italia to translate their range of novels for the Italian market.

Aconyte's list includes series based in the worlds of many of Asmodee's richest, most imaginative games, including *Arkham Horror*, *Twilight Imperium*, *KeyForge*, *Legend of the Five Rings*, *Descent* and *Pandemic*. 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. The first titles are expected to hit bookshops and hobby stores in Spring 2021.

Aconyte's publisher Marc Gascoigne said: "It's really important to us to find exactly the right partners. In the Italian market, Asmodee have two natural advantages – they grew from an established book publishing business, and they are already translating and promoting the games set in the same worlds as the novels. We're utterly delighted to be working with them to bring our books to Italian readers."

This enthusiasm is shared by Massimo Bianchini, Country Manager of Asmodee Italia, who said: "We started building our business from books, publishing novels and localizing roleplaying games. This new synergy with Aconyte allows us to reconnect in an even deeper way to a feature that has always been present in the DNA of our company. We are certain that this will be an exciting and stimulating adventure."

#### **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 [asmodee-entertainment.biz](http://asmodee-entertainment.biz).

#### **About Asmodee Italia**

Asmodee Italia, the distribution unit of the famous French group, is a publishing house that creates, localizes and publishes board games, roleplaying games and novels. Through its catalogue of innovative games, some of which are among the most popular of recent years such as *Dixit*, *Dobble*, *Ticket to Ride*, *Pandemic* and the entire *Fantasy Flight Games* catalog, Asmodee Italia aims to modernize the Italian gaming world. Further information on [www.asmodee.it](http://www.asmodee.it).

#### **About Asmodee**

Asmodee Group is a leading international games publisher and distributor committed to telling amazing stories through great games with 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](http://corporate.asmodee.com).

#### **Press Contacts**

*To find more information or to arrange an interview about Aconyte's mission, see [aconytebooks.com](http://aconytebooks.com) or email [contact@aconytebooks.com](mailto:contact@aconytebooks.com)*