



# Press release

OCT 5TH, 2020 | FOR IMMEDIATE RELEASE

## ACONYTE BOOKS & FRYXGAMES COLLABORATE TO PUBLISH “TERRAFORMING MARS” NOVELS

Asmodee Entertainment are delighted to announce that Aconyte, the new fiction imprint of global games group Asmodee, has secured a multi-year agreement with FryxGames to create brand new novels set in the world of their acclaimed TERRAFORMING MARS games.

Since its launch in 2016, the original *Terraforming Mars* has been a firm favourite with gamers, and currently sits at #4 in the all-time best games list on Boardgamegeek.com. Designed by Jacob Fryxelius and published by the Swedish games company set up by him and his brothers, the game has grown in scope with several expansions, and is now available in more than 25 languages. Set in the early 2400s, *Terraforming Mars* explores the many challenges facing mankind as rival corporations attempt to open up the inhospitable surface of the Red Planet to make it fit for human settlers. While the hazards are many, the underlying spirit of the game is one of optimism and scientific progress, qualities the novels will embody.

Aconyte publisher Marc Gascoigne said: “We’re big fans of the *Terraforming Mars* games, and we’re looking forward to telling epic tales of science fiction exploration and adventure in this exciting setting. We may have our problems down here on Earth, but these novels will provide a much needed escape to a different world.”

FryxGames’s CEO Enoch Fryxelius said: “*Terraforming Mars* is a game of bold and innovative ideas to take on the hostile environment of an alien planet, and turn it into a living, breathing biosphere and a vibrant human civilization. We are excited to see some



of these ideas come to life and become the backdrop of inspiring stories. Through these novels we hope that more people will be dreaming about Mars and the future of human exploration.”

The first *Terraforming Mars* novel is expected to hit shops in summer 2021, with several further volumes being planned. 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 have 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. Their first books released in early September 2020, with 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.

#### **About Asmodee**

Asmodee Group is a leading international games publisher and distributor committed to telling amazing stories through great games with over 34 million games sold in more than 50 countries. Through our portfolio of iconic game titles, including *Catan*, *Ticket to Ride*, *Pandemic*, *Dobble/Spot it!*, *Arkham Horror*, *Splendor*, *KeyForge*, 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).

#### **About FryxGames**

FryxGames is a Swedish family business focusing on publishing games designed and developed by different members of the big Fryxelius family. With some games being developed through several years or decades, we put pride in publishing games that are thematically inspiring and mechanically innovative. With 6 games published so far, including *After the Virus* and the international best-seller *Terraforming Mars*, we still have many more games we want to share with the global game community. Watch out for our next release *Angel Fury* coming soon! [fryxgames.se](http://fryxgames.se)

#### **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)*