



Press release

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404 PUBLISHING/EDITIS IS BRINGING ACONYTE BOOKS, THE NEW FICTION IMPRINT OF ASMODEE ENTERTAINMENT, TO FRANCE

Asmodee Entertainment are delighted to announce that Aconyte, the new fiction imprint of global games group Asmodee, has licensed its game-based novel series for French translation and publication in an exclusive partnership with 404 Publishing, an imprint of major publishing house Editis (part of entertainment and communications group Vivendi). The deal was concluded by Asmodee Entertainment's licensing manager, Alexander Thieme.

404 Publishing will publish about 10 new Aconyte titles per year, with series of books based in the worlds of many of Asmodee's most imaginative games. To start this collaboration, the first two novels will be published in March 2021, and will be set in the universes of *Arkham Horror* and *KeyForge*. Aconyte's range appeals in equal measure to existing fans of the games and general readers of exciting adventure and fantasy fiction, so the novels will be distributed to bookshops, but also game and pop culture stores.

Alexandra Bentz, Director of 404 Publishing, is delighted: "Creating a partnership with Asmodee, world leader of board games, for this new editorial adventure was obvious for us. Our values are the same: offering to the fan base original and fascinating adventures around their favourite universes. Developing stories, making them dream, surprising them again and again..."

Aconyte's publisher, Marc Gascoigne, said: "We're thrilled to be working with a wonderful French publishing partner who truly understands Asmodee's passion for

‘Great games, amazing stories’. We look forward to working with the talented 404 team in Paris to make this venture a great success, for many years to come.”

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 range of novels set in the worlds of some of Asmodee’s most popular games, and more featuring a host of characters from Marvel comics and Ubisoft’s game worlds. The imprint’s mission is to go beyond tie-in fiction and novelizations, to produce vibrant standalone 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 404 Publishing

Created in January 2016 within the group edi8/Editis, 404 Publishing is the publishing house entirely dedicated to pop culture. Always searching for new tendencies and innovative formats, 404 Publishing is the publisher of fiction, escape books, escape games, video games’ guides, and talented youtubers.

About d’Editis

Part of the group Vivendi since February 2019, Editis is a French leader in publishing, gathering 48 prestigious publishing houses. With a wide portfolio of internationally renowned authors, 4000 new titles published each year and a catalogue of more than 45,000 titles, Editis operates in the fields of general literature, pocket format literature, practical books, children books, illustrated books, educative and reference books. Learn more at www.editis.com

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

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

Press Contacts

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

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