



Press release

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ASMODEE ANNOUNCES PARTNERSHIP WITH FANSETS FOR *KEYFORGE* ENAMEL PIN COLLECTION

Aurora, CO/Nottingham, UK. FanSets LLC and Asmodee Entertainment have entered a licensing partnership to bring enamel pins of fan-favorite characters from the *KeyForge* universe – the setting for Fantasy Flight Games’ ground-breaking card game of the same name – to collectors throughout the US, Canada and the UK. *KeyForge* characters from every house, including the newly premiered house Unfathomable, will be available in Summer 2021. This exciting deal is the latest example of Asmodee Entertainment’s continued expansion into licensed opportunities. For FanSets, this deal expands their collector-focused product line and is their first tabletop brand partnership.



“We are excited to announce this new partnership just in time for fans to explore the newly released *KeyForge* game set *Dark Tidings*,” says Alexander Thieme, Licensing Manager for Publishing and Consumer Goods at Asmodee Entertainment. “FanSets’ fantastic enamel pins provide our fans a way to represent their allegiance to their favorite houses. We’re thrilled to work alongside the talented team at FanSets to bring such a great, sought after collectible to our fans!”

KeyForge is the world’s first Unique Deck Game. Fans play as the mighty Archons and, using their team of vault warriors, race to forge keys to unlock the secret vaults of the Crucible, a world in which anything is possible and nothing is predictable. Fans of *KeyForge* all have favorite cards and houses, either because of the colorful and dynamic artwork featured or because of the card’s power on the table, and now they can represent their favorites with equally dynamic enamel pins.



“Our customers are collectors, hobbyists, and passionate fans,” says FanSets co-founder Lew Halboth. “We love tabletop games and are putting every ounce of that passion into developing these *KeyForge* pins. We know fans will love them because we love them. We are excited to add Asmodee Games as one of our key licenses going forward and we look forward to working with their passionate team.”

The first of these exciting releases is planned for Q3 2021 and pins will be available at hobby and specialty shops and online.

Stay tuned for more details!

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. For more information visit asmodee-entertainment.biz.

About Asmodee

Asmodee Group is a leading international games publisher and distributor committed to telling amazing stories through great games with tens of millions 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.

About FanSets

FanSets, a Colorado-based company, is known around the world for their attention to detail, full color designs and oversized pins. FanSets is the original character pin company and is in its sixth year of making fans happy with top quality collectibles! FanSets have produced official pins for San Diego Comic Con and Lucca Comic Con for Warner Brothers as well as official pins for Emerald City Comic Con and New York Comic Con. They have also produced Show Premiere pins for CBS for the launch of *Star Trek Discovery* and *Star Trek Picard*.

About Fantasy Flight Games Studio

Fantasy Flight Games (FFG) is a pioneering publisher of board games, Living Card Games®, roleplaying games, miniature games, and digital games. Established in 1997, FFG has earned a reputation for its top-level production values, epic themes, and immersive gameplay. Many of FFG’s most popular titles are based on beloved licenses such as Marvel, Star Wars, George R.R. Martin’s *A Song of Ice and Fire*, and J.R.R. Tolkien’s *The Lord of the Rings*. In addition, FFG has its own proprietary licenses such as *Arkham Horror The Card Game*, *Android* and *KeyForge*. Throughout the course of the company’s history, FFG has published games in over thirty languages and distributed games to more than fifty territories. Fantasy Flight Games is a subsidiary of Paris-based Asmodee Group, a leading global publisher of games. For more information, visit FantasyFlightGames.com.

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