



Press release

TO BE RELEASED NOON (EST) Tuesday Aug 31, 2021

ASMODEE ANNOUNCES PARTNERSHIP WITH JUST FUNKY FOR ARKHAM HORROR MERCHANDISE

Richfield, OH/Nottingham, UK. Asmodee Entertainment are pleased to announce an agreement with Just Funky LLC for a range of fan-focused homewares and accessories based on the hugely successful Arkham Horror tabletop gaming brand.

Fantasy Flight Games' Arkham Horror is one of the best-known and most-loved brands in tabletop gaming, including fan-favourite board games *Mansions of Madness*, *Eldritch Horror*, and *Arkham Horror: The Card Game*, among others. The brand is one of more than 300 gaming properties found in Asmodee Group's portfolio. Away from the tabletop, the Arkham Horror brand is already represented by a range of novels from Asmodee Entertainment's fiction imprint Aconyte Books, as well as licensed artbooks from Dark Horse Books, and fans will be excited to see the brand further developed through Just Funky's forthcoming offerings.

"As someone who loves to play Arkham Horror, I'm very excited about kicking off our new partnership with Asmodee!" says Angie Hoyer, Senior Licensing Manager at Just Funky.

The company plans a collector-based approach to the range of homeware and accessories, which will allow fans of the Arkham Horror games to recognize one another and share their passion through everything from coasters and drinks holders, to wall art, throws and lamps, tote bags, lanyards, stationery and more. With more than 10 years of experience developing licensed products alongside major gaming brands, and recently nominated for Licensing Excellence Award for their range of Dragon Ball Z inspired tableware, Just Funky are the perfect partners for the project.

"For Arkham Horror's many fans, the deep mystery and thrilling adventures they experience as part of the brand's variety of games are a regular part of their lives," says Alexander



Thieme, Licensing Manager for Consumer Products at Asmodee Entertainment. “It is wonderful to have Just Funky on board. We love their products and can’t wait to see what they will come up with to excite the fans.”

The first items in Just Funky’s new Arkham Horror product line are planned to launch in retail and online in Spring 2022.

About Just Funky

Just Funky is a premiere manufacturer of licensed and private label merchandise for the mainstream retail market, with over 40 years' experience in manufacturing, licensing, retail and creative development in such. Just Funky strives to create the very best beverageware, impulse/novelty, and décor. We are a team of people who think differently but with one common goal — to create amazing products that resonate with the fans. For more information visit: www.justfunky.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. 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 of 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 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*, *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.

Press Contact at Asmodee Entertainment

Vanessa Jack: v.jack@asmodee.com