



Press release

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## ASMODEE ANNOUNCES PARTNERSHIP WITH ROLLACRIT FOR CATAN GIFTS COLLECTION

**Wilmington, DE/Nottingham, UK.** Rollacrit and Asmodee Entertainment are pleased to announce they have entered a licensing partnership to further extend CATAN as a lifestyle brand, with a range of artfully designed apparel, accessories, collectibles and homewares aimed at dedicated and casual CATAN fans alike. The partnership is the latest announced by Asmodee Entertainment in a significant increase in CATAN's prominence in the merchandise landscape.

Rollacrit is a lifestyle brand for those who share a love of tabletop and board games, making the company perfect partners for Asmodee Entertainment, the global licensing division of Asmodee Group and its more than 300 tabletop gaming brands.

"CATAN is a property rich in resources for us to cultivate and grow into items that will delight fans," says Erin Zipperle, founder and CEO of Rollacrit. "We are excited to build this partnership with Asmodee into a new world of fun, high-quality products for fans to enjoy. We look forward to bringing that same expertise and enthusiasm to other Asmodee properties in the future!"

This new range of CATAN merchandise will be developed by Rollacrit's designers, who are themselves fans, with their fellow fans in mind. The team has decades of experience in creating products for licensed properties and is thrilled to build new worlds with Asmodee.

"CATAN is a cherished part of millions of people's social lives," says Alexander Thieme, Licensing Manager for Consumer Products at Asmodee Entertainment. "Building a new world on the untouched island of Catan, the haggling for sheep, bricks and grain and the fun around the table are something I would have loved to express outwardly in other walks of life back in my very active CATAN days. When Erin and his team of geek design veterans formed up as



Rollacrit, I knew they needed to be part of the CATAN merch family. I'm so very pleased that we are able to announce this today."

The first of these exciting releases is planned for Q4 2021 and products will be available both online and in retail stores with further details to be announced soon.

#### **About Rollacrit**

Rollacrit is a lifestyle brand and hub for those who share a love of tabletop and board games. We work with game studios to create collectibles, accessories, apparel, and more because we believe analog gamers deserve better. Join us on our epic quest at [Rollacrit.com](http://Rollacrit.com) as we spread the joy of tabletop and board games to all. Follow Rollacrit on [Facebook](#), [Twitter](#), and [Instagram](#).

#### **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](http://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](http://corporate.asmodee.com).

#### **About CATAN GmbH**

CATAN GmbH is the IP owner of the popular CATAN® brand. Today, its primary product is the CATAN board game — a contemporary classic. The CATAN brand universe encompasses an array of expansions, extensions, scenarios, standalone games, digital adaptations, stories, merchandise and other consumer products. CATAN is available in over 40 languages and has sold over 35 million units worldwide since it was first published in 1995.

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