



MANGO éditions

Press release

TO BE RELEASED NOON (EST) THURSDAY AUG 26<sup>TH</sup>, 2021

## ASMODEE ENTERTAINMENT AND MANGO EDITIONS (MEDIA-PARTICIPATIONS GROUP) ANNOUNCE THEY ARE WORKING TOGETHER TO CREATE ESCAPE GAME BOOKS

**Paris, France/Nottingham, UK.** Asmodee Entertainment announces that it has signed a partnership with Mango Éditions for the creation of gamebooks, such as escape games, based on its flagship properties Professor Noside, known from Space Cowboys popular escape game series *Unlock!*, and *Werewolves of Millers Hollow*, Zygomatic's social game phenomenon. The books will be developed in collaboration with EscapeGame.fr.

This collaboration will begin with the publication of the first two titles in the second half of 2022. More details will be announced in summer 2022.

Mélanie Vives, Rémi Prieur and Benjamin Bouwyn, authors of the upcoming titles, enthusiastically welcomed the signing of this new partnership. "Asmodee's games are must-haves. We owe a great deal of our love for playing games to them. Being able to create new adventures around these strong brands was an opportunity we had to seize. We can't wait to see the players immerse themselves in the adventures we're going to create under Asmodee's benevolent eye."

"We here at Asmodee are delighted to begin our cooperation with the renowned escape gamebook specialists at Mango. With these upcoming books, fans of *Unlock!*, and the quirky and lovable Professor Noside, and *Werewolves'* thrilling mysteries will be able to dive into new adventures anywhere – be it on a bus, a plane or on the sofa at home," says Alexander Thieme, Asmodee Entertainment's Licensing Manager for Consumer Products and Publishing.



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Mango published their first Escape Game title in 2016, written by Benjamin Bouwyn, Rémi Prieur, and Mélanie Vives of the French-language website [EscapeGame.fr](https://www.escapegame.fr). Since then, the three escape game enthusiasts have scoured more than 1,000 escape rooms around the world for research. “Through our books, we want players to feel the same sensations as in a real escape room: urgency, playing around with objects, digging for clues and reflection,” the three authors explain.

For Mango Éditions, the signing of licensed partnerships has been a key focus in development of their range of gamebooks for several years. In 2017, the company signed its first licensing agreement with Mediatoon, for the creation of gamebooks based on the universes of Lucky Luke and Blake & Mortimer, and, in 2021, a partnership was agreed with Histoverly for the creation of books in virtual and augmented reality formats in association with prestigious French tourist attractions the Château de Chambord, the Pic du Midi and the Palais des Papes.

The authors have already sold more than 500,000 copies of their adventures around the world. In France, Mango Éditions are the market leader in the illustrated gamebook sector.

#### **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](https://www.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](https://www.corporate.asmodee.com).

#### **About Mango Editions**

Mango is a publishing brand of Fleurus Édition, the book publishing division of Media Participations. Mango publishes stylish, practical books, written and illustrated by professionals who put their expertise within reach of their readers. Listening to the desires and needs of their readers, they are the first publisher to have published illustrated escape room gamebooks, to allow readers to experience all the thrills of an escape room at home.

#### **About EscapeGame.FR**

Created in 2015, EscapeGame.fr is the leading site with a listing and recommendations of escape rooms in France. It allows its visitors to find and book the best escape room near them. Every month, nearly 200,000 people visit the site for recommendations. Since 2017, the site has diversified by offering articles reviewing board games. EscapeGame.fr is also the organizer of the Escape Game Awards, a must-see event that rewards the best escape rooms in France.

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