



Press release

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## ASMODEE ANNOUNCES PARTNERSHIP WITH ATA-BOY FOR CATAN GIFTS COLLECTION

**Los Angeles, CA/Nottingham, UK.** Ata-Boy and Asmodee Entertainment have entered a licensing partnership to bring *CATAN* to the collectible gift world by developing products such as magnets, pins, and lanyards. This partnership is an example of Asmodee Entertainment's push to bring lifestyle products to *CATAN* fans.

"Ata-Boy brings a wide reach to the *CATAN* lifestyle merchandise family. Their products aim straight for the core of the brand and do that with refreshing clarity. They are highly collectible, perfect for those fans who like to adorn themselves with *CATAN* in a subtle way and on top are very affordable and can be found almost everywhere. I am excited that we can announce our cooperation today," said Alexander Thieme, Licensing Manager for Consumer Products at Asmodee Entertainment.

Ata-Boy has been in the business of selling pop culture accessories for more than 30 years. With their buttons, magnets, stickers, patches, enamel pins, keychains and lanyards, they help fans express their love of popular fandoms. Ata-Boy's nearly 30 years of licensing experience, combined with *CATAN*'s 25 iconic years, will hit just the right notes for these collectibles.

"We are honored to be chosen to join the *CATAN* family, and we cannot wait to bring the world of *CATAN* to the fans in fun and exciting ways," said Ata-Boy co-founder Jude Albright.

The first of these exciting releases is planned for Q4 2021 and products will be available both online and in retail stores.

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](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 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.

#### **About Ata-boy**

Ata-Boy, Inc. was incorporated in California in 1989. Since that time, they have become the leader in licensed pop culture novelty items. With a sales force of 130 reps nationwide, Ata-Boy have a broad customer base, ranging from independent gift stores to national specialty chain stores, from catalogs to comic book distributors. Ata-Boy currently hold over 25 key licenses and have been working in the licensing business over 30 years, with extensive experience working with licensing companies to create fun and exciting products and merchandising programs. Ata-Boy's in-house art team has over 25 years of experience working with style guides and artwork approvals. With an eye on current trends and specific markets, Ata-Boy is a pop culture phenomenon!

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