



Press release

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SUPER IMPULSE JOINS FORCES WITH ASMODEE ENTERTAINMENT TO EXPAND WORLD'S SMALLEST WITH **CATAN®** AND **SPOT IT!** LICENSES

Set to Launch in 2024, the Partnership Will Bring More Iconic Board Games to Super Impulse's Mini-Verse

Super Impulse and Asmodee Entertainment are launching two new extensions to the World's Smallest franchise for 2024 with new, licensed World's Smallest **CATAN®** and **Spot It!**. The new properties will debut at New York Toy Fair (NYTF) this Fall and join a robust lineup of licensed IPs under Super Impulse's catalog of collectible, playable, miniatures.

CATAN is one of the best-known brands in tabletop gaming, with over 40 million units sold worldwide, whilst **Spot It!** (known as *Dobble* outside of North America) is the award winning visual perception gaming phenomena from Asmodee's Zygomatic studio. World's Smallest is best known for bringing well-loved toys, games, characters, and collectibles to the world of miniatures in fully-functioning form. The new releases will allow fans to enjoy these contemporary classic favorites in a mini, but mighty, pocket sized format.

"We are honored and beyond thrilled to be working with Asmodee Entertainment on these top games. We are now tasked with capturing the fun, challenge, and spirit of *Spot It!/Dobble* and **CATAN** in the World's Smallest footprint," said Alan Dorfman, Super Impulse Co-Founder. "The players of these games have high expectations, and we won't let them down!"

“*CATAN* and *Spot It!/Dobble* are a natural extension of Super Impulse’s portfolio of World’s Smallest games,” said Ness Jack, Licensing Manager at Asmodee Entertainment. “We are thrilled to bring existing fans a new way to enjoy the games they love, and also tap into new audiences with a partner we know will do justice to these properties.”

Coming off the heels of a debut San Diego Comic-Con appearance, and looking ahead to a showcase at NYTF, Super Impulse has continued to pursue both revered and emerging IPs. *CATAN* and *Spot It!* will be unveiled for the first time at NYTF in anticipation of a hard launch next year.

About Super Impulse

Founded in 2014, Super Impulse is committed to toy innovation, novelty items and accessories for kids and the young at heart. Super Impulse’s globally recognized World’s Smallest collection has expanded with a multitude of licensing partnerships. Selling hundreds of millions of units across the product line and continues to add to its offering and licenses with the world’s most iconic toys. Super Impulse has the latest in classic retro and trend-forward toys with “a little something” for everyone!

About Asmodee Entertainment

Asmodee Entertainment is the outbound licensing and book publishing platform of Asmodee, the global games publisher and distributor. 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 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 encompassed an array of expansions, extensions, scenarios, standalone games, digital adaptations, stories, merchandise and other consumer products. CATAN is available in over 40 language and has sold over 40 million units worldwide since it was first published in 1995.

About CATAN Studio

CATAN Studio publishes English-language CATAN analog board game products, produces engaging merchandise, and fosters community growth through organized play and events. Our dedicated team is devoted to building an enduring, positive, premium, values-based, global brand.

About Zygomatic

Zygomatic is an Asmodee’s board game studio. It was created in 2006 to handle and expand successful games such as Dobble, Jungle Speed, Abalone, to name but a few. These games are to be played with family and friends.

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