

For Immediate Release

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Days of Wonder selects Asmodée for distribution in France

Sausalito, CA; Paris, France – October 1, 2002 – Days of Wonder announced today that it has selected Asmodée as the distributor of its board and card game product line in France. Asmodée has been a strong force in the game market for 15 years and is now widely recognized as the leading game distributor in France. Asmodée will leverage its network of specialized boutiques to promote Days of Wonder products. The first two games, Gang of Four™ and Fist of Dragonstones™ will be available through the Asmodée network beginning in October 2002.

Complete coverage of specialized game shops

"I am very pleased to see that our games will be available in more than 200 game shops within the next 2 weeks", said Days of Wonder co-founder, Pierre Gaubil. "Asmodée brings us instant exposure throughout France."

"Our boutiques are always looking for quality games that have mass appeal to a large audience", said Marc Nunes, President of Asmodée. "Days of Wonder products will deliver just that."

Distribution Strategy

The Asmodée partnership is the first building block of the Days of Wonder European distribution strategy. The company intends to leverage the expertise and contacts of channel partners to provide fast access into the specialized game boutique market throughout Europe. By utilizing these experienced partners, Days of Wonder can concentrate on developing alternative sales channels and making traditional board and card games available to the broadest audience possible.

About Asmodée

Asmodée is the largest French distributor for card games, board games and has established itself as a key actor in the role-playing market as the exclusive distributor of Dungeons & Dragons in France. Asmodée is a privately held company with offices in Buc, France.

About Days of Wonder

Days of Wonder, Inc. publishes high-quality, family-strategy board and card games that are easy to learn and fun to play. Days of Wonder is a privately held company with offices in Sausalito, CA, and Paris, France.