

Hellbreak™, a new Trading Card Game to release internationally through asmodee, premier distribution partner of publisher Spin Master

- The upcoming horror Trading Card Game from Spin Master, Universal Products & Experiences, and the acclaimed design team at Ghost Galaxy is releasing starting early 2027
- Asmodee, a global leader in tabletop gaming, has been appointed premier distribution partner internationally, with exclusive distribution across Europe and distribution rights in Canada and Asia

Boulogne-Billancourt, August 25 2026 – asmodee is teaming up with Spin Master, publisher of Hellbreak™ to distribute internationally the highly anticipated horror Trading Card Game from Universal Products & Experiences and the acclaimed design team at Ghost Galaxy. Asmodee will distribute exclusively in Europe and will also distribute the game in Canada and Asia.

Hellbreak is a head-to-head trading card game featuring Universal Pictures' iconic characters that plunges players into the heart of horror. It is fast paced, fiercely competitive, and highly collectible, with every match designed to feel like a cinematic clash where evil does not play fair. The initial card set will feature a stunning array of Universal Pictures' iconic characters, spanning genre-defining classics, icons of horror's late 20th century resurgence along with horror titans spanning additional studios and properties. Hellbreak has been created by Ghost Galaxy, the new studio endeavour of co-founder Christian Petersen, the founder of Fantasy Flight Games and board games industry visionary.

The first set includes more than 200 unique cards, and fans can look forward to a slow-burn reveal over the coming year. More details regarding specific gameplay mechanics, faction artwork, and exclusive collector editions will also emerge from the shadows over the coming months.



"We're honored to help bring *Hellbreak* and Universal Pictures' iconic characters to players and retailers" says Thomas Kægler, CEO of asmodee. "We are looking forward to leveraging our global go-to-market capabilities in Trading Card Games built over the years to help make *Hellbreak* a success."

"We're building *Hellbreak* into a living horror universe, summoning the ultimate killer line-up of horror icons from across the genre, by working with the best in the business," said Angus Walker, Spin Master's VP Marketing & Global Business Team Lead, Games. "With asmodee's unmatched expertise in organized play, powerful distribution network, and deep retail relationships, we're setting up *Hellbreak* to reach and engage horror and TCG fans alike."

With over 25 years of global experience in the trading card games business and global distribution capabilities in all channels (hobby stores, e-commerce, mass-market and specialists), asmodee reinforces its commitment to long-term support for the category and its position as a leading company in the Trading Card Game category.

About asmodee

Asmodee is a global leader in tabletop gaming. Inspired by players, asmodee has been crafting and taking to market immersive, shared experiences for over 30 years. Its portfolio includes beloved games and intellectual properties such as CATAN®, Ticket to Ride®, Dobble®/Spot-it®, 7 Wonders, and Exploding Kittens®. Operationally headquartered in France, asmodee operates globally, making its games accessible to players in over 100 countries around the world. Asmodee group's Class B shares are publicly traded on Nasdaq Stockholm under the ticker ASMDEE B. Learn more about asmodee [here](#).

About Spin Master

Spin Master Corp. (TSX:TOY) is a leading global children's entertainment company, creating exceptional play experiences across its three creative centres: Toys, Entertainment and Digital Games. With worldwide toy distribution, Spin Master is best known for award-winning brands including PAW Patrol®, Melissa & Doug®, Bakugan® and Rubik's® Cube, and is the global toy licensee for other iconic properties. Through its in-house entertainment studio, the company creates and produces captivating multiplatform content including powerhouse preschool franchise PAW Patrol, along with other original shows, short-form series and feature films. With an established presence in digital games anchored by Toca Boca® and Piknik™, Spin Master engages close to 60 million active users monthly in open-ended, creative and safe play. With 29 offices spanning nearly 20 countries, Spin Master employs close to 2,500 team members globally.





Press Release
25 August 2026 15:00:00 CEST

For more information, contact

Asmodee Communications team

E-mail: press@asmodee.com

Image Attachments

[Asmodee And Hellbreak Announcement](#)

Attachments

[Hellbreak™, a new Trading Card Game to release internationally through asmodee, premier distribution partner of publisher Spin Master](#)

