

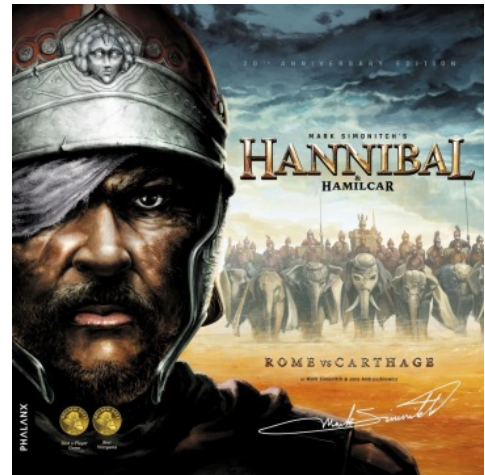


Ares Games and PHALANX announce distribution partnership

Ares will be the master distributor of PHALANX's board games in English (worldwide, excluding Europe). Distribution will start in November 2017, when Hannibal & Hamilcar - Rome vs. Carthage will be released

July 28th, 2017 – Italian company Ares Games and UK based PHALANX announce a new partnership to distribute the English edition of PHALANX games in the United States and non-European countries. Starting from November 2017, Ares will start to bring to its customers the full PHALANX catalog, including *Germania Magna: Border in Flames*, *Hunger: The Show*, and *Hannibal & Hamilcar - Rome vs. Carthage* - the 20th anniversary edition of one of the best two-player games ever published.

Hannibal & Hamilcar - Rome vs. Carthage is renowned for its tense, well-balanced mechanics, and it tells a great story. Hannibal crossing the Alps on his



herd of elephants is one of the most memorable events in history. The game uses the popular card-driven system to detail the struggle between Carthage's Hannibal and the Roman Republic in approximately 200 BC. The 20th Anniversary Edition was funded with a successful Kickstarter campaign in May 2017 - 3,514 backers pledged £263,443 to help bring this project to life, and is due to release in November 2017.

The other two games from PHALANX's portfolio to be distributed initially by Ares are *Germania Magna: Border in Flames*, a game of shifting alliances where each player assumes the role of a Germanic warlord leading his warriors into Roman provinces, which lie across the Rhine and Danube rivers, and *Hunger: The Show*, a fast-paced family game of survival on a desert island with other live TV show participants.

"We are very excited about this new partnership," said Roberto Di Meglio, Director of R&D of Ares Games. "Beautiful historical-themed games, such as *Hannibal & Hamilcar* or *Germania Magna*, are a great fit to our catalog, and PHALANX's lighter games such as *Hunger: The Show* will make our line-up of products even stronger. We really look forward to work with PHALANX and make sure all our customers get a chance to know about their excellent games."

"We have been looking for a reliable distribution partner for our games for quite a time and signing a contract with Ares Games is an award for the hard work of our teams," added Jaro Andruszkiewicz, Director of PHALANX. "We have received a great reception by Ares and are very excited to work with them. Our game portfolio will be a great fit for Ares Games distribution product range, PHALANX and Ares products should support each other on the market."

About Ares Games

Ares Games is an Italian board game publisher established in 2011 to create quality hobby products for the international audience. Ares Games is the publisher of the award-winning "War



of the Ring" board game, of "Wings of Glory" range of airplane combat games and miniatures, recreating aerial warfare in WW1 and WW2, and more recently, of the award-winning tactical ship-to-ship miniature game "Sails of Glory," and the cooperative tactical Sci-Fi miniatures game "Galaxy Defenders." Ares Games' catalog also includes Family & Card Games and Euro & Thematic Games. For further information, visit the website www.aresgames.eu and the Facebook page - <https://www.facebook.com/AresGames>.

About PHALANX

PHALANX is a publisher of high quality games, which are beautifully presented, fun to play and easy to learn. PHALANX cooperates with world class designers: Martin Wallace and Mark Simonitch and a group of other, very exciting new names in the games realm. The company has published '1944. Race to the Rhine', nominated to Golden Geek Award for the Best Wargame 2014, the in-house designed game 'The Magnates', recommended as an official teaching tool in schools, and the highly rated 'Brass' for mobile devices. PHALANX's games have been published in English, German, French, Spanish and Polish. For further information, visit the website <http://phalanxgames.co.uk/> and the Facebook page - <https://www.facebook.com/games.phalanx/>.

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