

Asmodee announces its first slate of partner publishers in the Middle-earth Enterprises™ (MEE) category management program.

Boulogne-Billancourt, France, 12 May 2026 – Asmodee, a global tabletop entertainment leader, in its role of the [tabletop games category manager to Middle-earth Enterprises](#), is proud to announce the first slate of external partners under the new agreement.

The partners of asmodee for this first slate are Sirius Dice, Stone Blade Entertainment, Game Toppers, Grand Gamers Guild, and Play To Z. Each of these partners will use their special skills to create memorable Middle-earth™ gaming experiences over the coming years.

“The Lord of the Rings™ is truly a special property, one that has defined the very word ‘fantasy’ for generations. Making products for these fans is not just an opportunity, but it is also an honor and a great responsibility,” said Luke Peterschmidt, Head of Active Category Management. *“That is why today I’m very excited to announce our first slate of partner companies. There may be The One Ring to rule them all, but it takes many publishers to satisfy the gaming needs of The Lord of the Rings fans and I’m sure each of our partners are going to do their part in that quest.”*

“We’re thrilled to see the care and stewardship that asmodee is bringing to a multi-year strategy for Middle-earth games, a future that includes not only games and accessories by asmodee, but also by other publishers” said Jay Komar, GM of Middle-earth Enterprises. *“We hope the fans share our anticipation for the journey ahead.”*

In time, each of these companies will be making their own announcement about their future plans for Middle-earth products and give ad-hoc details on their distribution partners locally or globally.

As the exclusive provider of category management services to Middle-earth, asmodee oversees the strategy in close collaboration with Middle-earth Enterprises and leads the development of the tabletop range. The aim is to provide Middle-earth fans with the best tabletop gaming experience possible through a coherent portfolio across all genres and audiences while growing Middle-earth Enterprises’ footprint in the industry.





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Publishers of tabletop games and gaming accessories who wish to create products inspired by the legendary world of Middle-earth are invited by asmodee to reach out to them at METTGlicensing@asmodee.com.

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 Middle-earth Enterprises

Middle-earth Enterprises owns exclusive worldwide rights to motion picture, merchandise, live stage and services inspired by *The Lord of the Rings* and *The Hobbit* books, by J.R.R. Tolkien. We have produced and licensed goods based upon these four books, for a half century. As Middle-earth's stewards and custodians, our goal is to consistently deliver a wealth of experiences in both new and known formats, to ensure Middle-earth's rightful place as the world's leading fantasy IP & brand, forever. Inspired by our deep appreciation for the legendarium created by Professor Tolkien, we are dedicated to working with those developing the highest quality creations inspired by the lore.

Visit us at www.middleearth.com for details. Middle-earth Enterprises is part of [Embracer Group](#).

About Sirius Dice

Founded in 2018 and based in Brooklyn, New York, Sirius designs premium dice, tabletop accessories, and licensed gaming products that enhance the tabletop experience. Created by Lax Chandra and Tina Trenkler, the company is known for its craftsmanship and collaborations across the hobby gaming space, partnering with distributors, retailers, and licensors to create products that bring players closer to the worlds they explore at the table.

To stay current with Sirius, follow on [Facebook](#), [Instagram](#), [LinkedIn](#), and visit the official website at siriusdice.com.



About Stone Blade Entertainment

Stone Blade Entertainment is an industry-leading publisher of strategy games, including Ascension, the genre defining deck-building game. Stone Blade games showcase state-of-the-art development and design features with unmatched gameplay experiences. Stone Blade Entertainment has assembled the world's top professional game designers, players, and developers to create highly engaging games that are easy to learn, and fun to play. Learn more at www.stoneblade.com.

About Game Toppers

Game Toppers started in 2017 with a dream of making a premium gaming table that would convert your own table into a high-quality gaming solution. That dream has come true for over 5000 customers worldwide wide. The company has continued to improve and also offers leg kits & dining covers along with their cupholders and gaming accessories, providing a full table solution.

Game Toppers is also known for their premium, double stitched edge mats with high fidelity graphics from some of the hobby's top board game artists like Vincent Dutrait and Ryan Laukat.

About Play To Z

Play To Z was formed by hobby game industry veterans consisting of publishers, designers, and content creators. The President, Zev Shlasinger, founded Z-Man Games, and has published 400+ games in his 25+ year career. Play to Z publishes various types of games with many themes to meet our simple mission statement: 'Games For All Gamers'. Play To Z releases include 23 Knives, Ascending Empires: Zenith Edition, Animal Rescue Team, Soothsayers, and Tales of the Arabian Nights - 40th Anniversary Edition.

About Grand Gamers Guild

Grand Gamers Guild is the largest of the small indie publishers, known for building a catalog that refuses to fit into a single lane. From the ocean-focused strategy and scientific grounding of Endeavor: Deep Sea; to the real-world conservation co-op Endangered; to the inventive, minimalist design of 18Escape, the company curates a catalog from which you can build a complete game night. The result is a growing and eclectic lineup of titles that spans weight, theme, and audience, united by a commitment to originality, substance, and games that you'll table time and again.





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Attachments

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