



## CHIP THEORY GAMES ACQUIRES NEON KNIGHT GAMES

**Plymouth, MN** - Chip Theory Games is pleased to announce the acquisition of Neon Knight Games, the brand new studio recently created by game designer and artist Manny Trembley. Though only recently created, Neon Knight's upcoming game, *Neon Reign*, is set to launch on Kickstarter on April 30.

Chip Theory has been looking for avenues to diversify its product offerings. This search resulted in a multi-game partnership with Manny Trembley. Manny has always had a passion for easy to understand titles, as evidenced by the massive success of *Dice Throne*, which Manny co-designed. After working together on both *Wrath* and Chip Theory's upcoming *20 Strong: Tanglewoods* trilogy, it became clear that the working relationship was both fun and productive.

As Manny prepared *Neon Reign* for launch, the benefits of a deeper and more formalized partnership began to emerge. Neon Knight Games could offer Chip Theory an avenue to move toward some more retail friendly and affordable lines of games, while Chip Theory's strength in areas of operations, customer support, fulfillment and marketing could give Neon Knight an incredible foundation to launch from.

"We think this is a no-brainer for everyone involved," said Chip Theory president and CEO Josh Carlson. "We love Manny's work both on game design and art. This partnership allows us to get in front of a lot more customers at a scaled down, affordable price. And we can let Neon Knight run mostly autonomously, allowing Chip Theory to keep making the bold and audacious products we've become known for."

Trembley also strongly endorsed the new partnership. "I have a passion to create affordable and memorable games that are easy to learn and teach. When Jeff and I set out to start our studio, this was our driving force. I've seen Chip Theory's passion for games and their community over the last year, along with a singular dedication to making the best games possible. The journey of making fun games, and who I make those games with, is important to me. Working with Chip Theory achieves both of those goals."

While Chip Theory Games will own and assist in operating Neon Knight Games, the goal is for Manny and business partner Jeff Jacobson to design, develop, illustrate and handle the bulk of any crowdfunding campaigns associated with their games as a fully autonomous studio. This will keep the mission, branding and production of games from both studios as distinct entities.

*Neon Reign's* Kickstarter campaign launches April 30, with release slated for this fall. Press inquiries can be directed to Josh Wielgus, Chief Marketing Officer, via email at [marketing@chiptheorygames.com](mailto:marketing@chiptheorygames.com).