



PRESS RELEASE

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Media Contact: Greg Walsh, Walsh Public Relations  
305 Knowlton Street, Bridgeport, CT 06608  
T: (203) 292-6280; E-Mail: [greg@walshpr.com](mailto:greg@walshpr.com)

## **Tactic Games Secures License for Illumination Entertainment and Universal Pictures' *Despicable Me* Franchise and Upcoming Prequel *Minions***

Grantsville, MD - (May 15, 2015) – Tactic Games announced today that the company has been granted rights to games based on Illumination Entertainment and Universal Pictures' *Despicable Me* global film franchise, including the upcoming prequel *Minions*, opening in theaters July 10, 2015.

The licensing agreement awarded by Universal Partnerships & Licensing includes the all-new indoor/outdoor game, **Minions Hit Them Out**.

Jay Knox, President of U.S. Sales and Marketing for Tactic, said, "We can't wait to unleash the Minions to the world in this fun new game. It will arrive in stores just in time for the all-new film."

Tactic's *Minions Hit Them Out* (MSRP \$24.99, for two or more players ages 5 and up) is a fun indoor/outdoor throwing game featuring Minion character figurines. To play the game, players try to score points by knocking over the characters. More points can be earned by specifically aiming for two-eyed Minions!

### **About *Minions***

The story of Universal Pictures and Illumination Entertainment's *Minions* begins at the dawn of time. Starting as single-celled yellow organisms, Minions evolve through the ages, perpetually serving the most despicable of masters. Continuously unsuccessful at keeping these masters—from *T. rex* to Napoleon—the Minions find themselves without someone to serve and fall into a deep depression.

But one Minion named Kevin has a plan, and he—alongside teenage rebel Stuart and lovable little Bob—ventures out into the world to find a new evil boss for his brethren to follow.

The trio embarks upon a thrilling journey that ultimately leads them to their next potential master, Scarlet Overkill (Academy Award® winner Sandra Bullock), the world's first-ever female super-villain. They travel from frigid Antarctica to 1960s New York City, ending in mod London, where they must face their biggest challenge to date: saving all of Minionkind...from annihilation.

Featuring a soundtrack of hit music from the '60s that still permeates our culture today, *Minions* is produced by Illumination's Chris Meledandri and Janet Healy, and is directed by Pierre Coffin and Kyle Balda. Brian Lynch has written the screenplay for the 3D-CG comedy adventure, and Chris Renaud serves as executive producer of the film. [www.minionsmovie.com](http://www.minionsmovie.com)

### **About Tactic Games:**

Tactic Group® is an international and fast growing developer and marketer of board games in Europe, now launching in the U.S. and Canada. For the past 48 years, the Finnish board game company has provided consumers with innovative, high-quality products that have been warmly received by the public, including award-winning Molky® and iKNOW®. Their mission is to produce entertaining games that offer moments of genuine delight and entertainment to family and friends the world over. To discover more about Tactic's wide range of games, visit [www.tactic.net/USA](http://www.tactic.net/USA) and get all of the most up-to-date, immediate information by interacting with the company on its social media channels: [Facebook](#), [Twitter](#), [Pinterest](#) and [YouTube](#).



**About Universal Pictures**

Universal Pictures is a division of Universal Studios ([www.universalstudios.com](http://www.universalstudios.com)). Universal Studios is part of NBCUniversal. NBCUniversal is one of the world's leading media and entertainment companies in the development, production and marketing of entertainment, news and information to a global audience. NBCUniversal owns and operates a valuable portfolio of news and entertainment networks, a premier motion picture company, significant television production operations, a leading television stations group and world-renowned theme parks. NBCUniversal is a subsidiary of Comcast Corporation.

**About Universal Partnerships & Licensing**

Universal Partnerships & Licensing (UP&L) oversees NBCUniversal's consumer product and digital licensing for Universal Pictures, NBC Television, Focus Features and Sprout Channel. This dedicated division is also responsible for film, home entertainment and television promotions. UP&L is part of NBCUniversal. NBCUniversal is one of the world's leading media and entertainment companies in the development, production, and marketing of entertainment, news, and information to a global audience. NBCUniversal owns and operates a valuable portfolio of news and entertainment television networks, a premier motion picture company, significant television production operations, a leading television stations group, world-renowned theme parks, and a suite of leading Internet-based businesses. NBCUniversal is a subsidiary of Comcast Corporation.

**About Illumination Entertainment**

Illumination Entertainment, founded by Chris Meledandri in 2007, is one of the entertainment industry's leading producers of all-audience event films. In July 2010, Illumination, which has an exclusive financing and distribution partnership with Universal Pictures, released its first film, *Despicable Me*, starring Steve Carell, which earned more than \$540 million worldwide and launched a beloved global franchise. With the success of 2011's *Hop* (over \$183 million worldwide), 2012's *Dr. Seuss' The Lorax* and 2013's juggernaut *Despicable Me 2*— the year's third-highest-grossing film at the worldwide box office— Illumination's films have made almost \$2 billion. Universal and Illumination's next film *Minions*, starring Academy Award®-winner Sandra Bullock and Jon Hamm, written by Brian Lynch, and directed by Pierre Coffin and Kyle Balda, arrives in theaters on July 10, 2015. Fans may also experience Minion Mayhem in 3D with the Ultra-HD movie motion simulator adventure at Universal Orlando Resort and Universal Studios Hollywood.