



Japanime Games Partners with Crunchyroll to Produce ZU Tiles: Fruits Basket

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For Immediate Release - **Japanime Games**, the company that *Brings Japan To You*, has licensed **Fruits Basket** from Crunchyroll, and partnered with **ZU Studios** on an upcoming project to produce **ZU Tiles: Fruits Basket** as an expansion to the popular collectible tile-placing strategy game.

ZU Tiles is a collectible, strategic tile-placement tabletop game for 2 players, where they build customized decks of tiles featuring creatures from the Japanese Zodiac. Players choose a creature (or creatures) to build customized decks in order to out-think and out play their opponents. They will earn points by creating patterns of “compatible squares” using creatures or by battling and capturing opposing creatures. The first player to 12 points wins! Think Collectable Card Game meets Dominoes...but with amazing anime inspired art and unique, strategic tile interactions.

The first **ZU Tiles** starter set - **ZU Tiles: Hime Starter Set 1**, launched in 2020 and won a Top Game of 2020 Silver Spotlight Award from Board Game Spotlight. With ZU Studios’ partnership with Japanime Games, the two companies plan to produce the next expansion for **ZU Tiles**, as well as a special licensed expansion based on the popular anime **Fruits Basket**.

Fruits Basket was chosen as an ideal anime IP to license for this project, and Japanime Games has partnered with Crunchyroll in order to bring it to life through ZU Studios. **Fruits Basket** is a popular anime in which thirteen members of a family are possessed by the animals of the Japanese zodiac and are cursed to turn into their animal forms when they are weak, stressed, or when they are embraced by anyone of

the opposite sex. Wacky adventures involving the family and the protagonist - an orphaned girl adopted into the group - ensue!

Through this partnership, ZU Studios will reach a wider audience for their game, using Japanime Games' extensive distribution and retail network and convention presence to expand the **ZU Tiles** game and accessories to a wider audience than was possible before. Japanime Games, in turn, seeks to expand their anime-inspired offerings through producing additional expansions, especially **ZU Tiles: Fruits Basket**, through their licensing deal with Crunchyroll - it's truly a perfect partnership!

"This partnership is about our core philosophy at Japanime Games - We Bring Japan to You," says Japanime president Eric Price, "by partnering with an existing company that fits with our company values, themes, and design practices, we can both make each other stronger to produce this great game!"

"As **ZU Tiles** and the entire collectible gaming marketplace continues to explode in popularity, it became clear that we could accomplish more and scale the brand faster with a trusted and experienced partner. Probably the easiest thing I've done since launching ZU Studios was recognizing Japanime should be that partner." Says Josh Bakken, Founder and Lead Designer of **ZU Tiles**, "Even before the studio was officially formed, Eric and I had talked about ways to work together. So it's only fitting that now, when we're ready to take that next step, that we've chosen to take it with Japanime. The inclusion of an anime license that can increase our game's appeal to fans is just icing on the cake!"

ZU Tiles: Hime Starter Set 1 is available now, with **ZU Tiles Starter Set 2**, **ZU Tiles: Hime Booster Packs** and **ZU Tiles: Fruits Basket** launching on Kickstarter in 2022. Look for both games online at www.japanimegames.com and at conventions such as GenCon, Origins, Anime Central, and others throughout the year.

About Japanime Games: Japanime Games is guided by a single principle: *We Bring Japan to You!* It's our goal to import and translate the best of the best games from Asia to bring those great games to a wider audience. Our games feature some of the finest art that can be found along with engaging gameplay and quality components. We are committed to great customer service and have hundreds of thousands of happy customers. For more information about Japanime Games, see www.japanimegames.com.

About ZU Studios: ZU Studios is a game design studio located in the San Francisco Bay Area, owned and operated by Joshua Bakken.

About Crunchyroll: [Crunchyroll](#) connects anime and manga fans across 200+ countries and territories with the content and experiences they love. In addition to free ad-supported and subscription premium content, Crunchyroll serves the anime community across events, theatrical, games, consumer products, collectibles and manga publishing.

Anime fans have access to one of the largest collections of licensed anime through Crunchyroll and translated in multiple languages for viewers worldwide. Viewers can also access simulcasts — top series available immediately after Japanese broadcast.

The Crunchyroll app is available on over 15 platforms, including all gaming consoles.

Crunchyroll, LLC is an independently operated joint venture between US-based Sony Pictures Entertainment, and Japan's Aniplex, a subsidiary of Sony Music Entertainment (Japan) Inc., both subsidiaries of Tokyo-based Sony Group.