

## **Bigben acquires the publishing rights for *Tour de France* and *Pro Cycling Manager***

Lesquin, France, February 11<sup>th</sup> 2019: Following the arrival of the development studio Cyanide to the group and a partnership signed with A.S.O, Bigben is pleased to announce it is adding the ***Tour de France*** and ***Pro Cycling Manager*** franchises to its games catalogue.

Every year the latest editions of *Tour de France* and *Pro Cycling Manager* allow cycling fans to enter the new stages of the world's most famous cycling races and take their teams to glory.

"Sports games have always been an important part of Bigben's catalogue. We are therefore extremely happy to be publishing these top cycling games, which will strengthen our publishing foothold," explained Benoît Clerc, Head of Publishing at Bigben Interactive.

"*Tour de France* and *Pro Cycling Manager* are long-established franchises from our studio and are eagerly anticipated by a growing number of fans every year. We are therefore delighted that we will benefit from Bigben's sports sim expertise in 2019," said Patrick Pligersdorffer, CEO of Cyanide.

Christian Prudhomme, Director of the Tour de France, organised by A.S.O, added: "The Tour de France is the ultimate popular sports event. The race goes where the people are, passes in front of houses and is the stuff of dreams. The *Tour de France* game prolongs the real race experience. It is universally accessible and allows everyone to enter the universe of the world's biggest cycling race and become a virtual participant."

With *Tour de France*, players relive the best moments and step into the shoes of the world's top cyclists on the official route of the most famous cycling race on the planet. And they need to choose the best tactics if they are to win the yellow jersey, including attack strategy, trajectory and energy management.

In *Pro Cycling Manager* on PC, players become the manager of a team of professional cyclists. In this role, they must manage all aspects of team life and take part in over 200 races (and over 500 stages) around the world, including major events such as La Vuelta and the iconic Tour de France.

More details for both games will be shared in the coming months.

## PRESS CONTACTS

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### **About Bigben**

Bigben is a major player in video game publishing, in the design and distribution of smartphone and gaming accessories as well as furnishing customized audio products. Known for its innovation and creativity, the company group aims to become a leader in each of its industries. For more information about Bigben: [www.bigben.fr](http://www.bigben.fr)

### **About Cyanide Studio**

Cyanide is a French video game development studio created in 2000 and based in Nanterre. It has two subsidiaries located in Montreal and Bordeaux. The studio is known for its sports games, such as the popular PC series *Cycling Manager* and its console version, *Tour de France*. Cyanide is also the author of *Blood Bowl* (Sport/Fantasy, 2009), the adaptation of the famous Games Workshop board game; *Game of Thrones* (RPG, 2012); *Styx: Master of Shadows* and the sequel *Styx: Shards of Darkness* (Infiltration, 2014/2017); and *Call of Cthulhu*, a game adapted from the tormented world of HP Lovecraft (investigative RPG, 2018). More information can be found at [www.cyanide-studio.com](http://www.cyanide-studio.com)

### **About A.S.O**

Amaury Sport Organisation is a company that owns, designs and organises top international sporting events. Specialised in the 'non-stadia' events, it has in-house knowledge of professions linked to organisation, media and sales of sports events.

A.S.O. organises 240 days of competition per year, with 90 events in 25 countries.

A.S.O. is involved in 5 major sports including cycling with Le Tour de France, motor sports with the Dakar, sailing with the Tour Voile, mass events with the Schneider Electric Marathon de Paris and golf with the Lacoste Ladies Open de France.

Amaury Sport Organisation is a subsidiary of the Amaury Group, media and sport group that owns the newspaper L'Equipe.