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# Hughes Hubbard & Reed

## Firm Reps Cartamundi in Deal for America's Leading Playing Cards Maker

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**June 5, 2019** — Hughes Hubbard is advising Cartamundi Group, a Belgian manufacturer of playing cards and board games, in its proposed acquisition of the United States Playing Card Company (USPC), the leading producer of premier playing card brands such as Bicycle, Hoyle and Fournier.

On June 4, Cartamundi announced it entered into an agreement to acquire USPC from consumer conglomerate Newell Brands. Terms of the deal, expected to close in the second half of this year, were not disclosed.

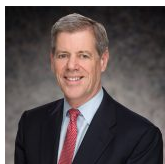
"We are excited about the opportunity and look forward to welcoming The United States Playing Card Company to the Cartamundi Group," said Stefaan Merckx, CEO of Cartamundi. "USPC is a globally renowned company and, like us, has a passion for its products and consumers. This investment will further deliver on Cartamundi's purpose of sharing the magic of playing together towards consumers worldwide."

Founded in 1867 and headquartered in Erlanger, Kentucky, USPC is the largest playing card manufacturer in the U.S. USPC also has manufacturing facilities in Spain and owns the Bee and Tally-Ho brands. The company is also a leading manufacturer of playing cards for casinos.

With a history dating back to 1765, Cartamundi ("Cards for the World" in Latin) is the world's leading manufacturer of card and board games and digital solutions. Cartamundi manufactures iconic board games such as Monopoly, Clue and Risk. Based in Turnhout, Belgium, Cartamundi employs more than 2,200 people at its 11 manufacturing facilities across the globe, including in the U.S., the U.K., Japan, India and Brazil.

The HHR team included Robert Bell, Andy Braiterman, Steve Greene, Shane Stroud, Carol Remy, Ben Ferziger, Don D'Amico, Dena Smith, Kristin Millay, David Lansky, Lynn Russo and Federico Cuadra.

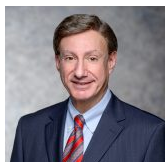
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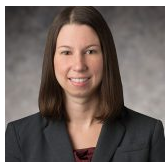
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