

# PRESS RELEASE

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## Actor Tycoon 2 Launches Beta on Itch.io

The star-studded actor agent simulator Actor Tycoon 2 is now available in beta on Itch.io and ready to wishlist on Steam. The official release on Steam is scheduled for September 2020.

Join the world of Hollywood glamour where you can build your own talent agency from the ground up and leave your footprint in show business. Gain recognition within the film industry, manage your actors and connections, mingle with celebrities, arrange auditions, and win prestigious awards.

As an agent, you will experience running your actor agency in film, theater, or TV depending on the location of your agency. Expand your business by unlocking new skills, manage actors with various unique personalities, and explore hundreds of random events.

Actor Tycoon 2 will offer modding support which allows creating custom actors, random events, and tweaks to game balance.

Actor Tycoon 2 is a small indie game developed by game designer and filmmaker Alain Xalabarde, inspired by classic business sims and his own personal experience with eccentric actors.

After the unexpected success with the first installment in the franchise, boasting over 80.000 players with a zero marketing budget, this sequel promises to deliver on fan expectations and build upon what made the first one great.

Actor Tycoon 2 is available in beta on Itch.io:

<https://alinegames.itch.io/actortycoon2>

Actor Tycoon 2 is available to wishlist on Steam:

[https://store.steampowered.com/app/1315640/Actor\\_Tycoon\\_2/](https://store.steampowered.com/app/1315640/Actor_Tycoon_2/)

Official website:

<https://actortycoon.com>

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