# ***Roulette Hero* – a one-of-a-kind strategic roguelite deckbuilder, coming to Steam in October! A free demo is now available!**

**The new demo was built based on feedback gamers shared during the public playtests stage. Download it from Steam today to get ready for the October launch and check all the improvements done by the solo developer CLLC Studio.**

**September 19th, 2025, Singapore**

**At first glance, *Roulette Hero’s* premise is pretty easy to grasp and can be summed up in three easy steps: 1. Assemble your animal companions (who, by the way, are cute as… the cutest thing you’ve ever seen). 2. Position them on the roulette wheel. 3. Pull that lever and watch that roulette spin (which is super satisfying to watch, just so you know). But here’s where it gets interesting. SYNERGY. Synergy is king in succeeding at Roulette Hero.**

Watch the gameplay trailer [HERE](https://www.youtube.com/watch?v=EF4ZyN48p9Y)…

…and of course, download the new demo from Steam (<https://store.steampowered.com/app/3371510/Roulette_Hero/>) before we proceed to explain this gameplay twist.

Done and done? Great! So what’s this synergy thing all about? Well, imagine you have at your disposal a set of not-so-powerful animals facing a super-powerful, robotic opponent. You look at them, and you think there’s no chance you could win this battle. But it’s all about who’s neighboring whom, how many and what type of animals you place on the wheel, and how cleverly you combine their skills to merge them with super-powerful waves of combos. Sometimes David really can fight Goliath. It’s all about one carefully planned shot. Or, in this case, a precisely executed spin.

A spin that is now even more satisfying thanks to all the improvements the solo developer CLLC Studio implemented based on players’ feedback. And these improvements include, among others:

🕹️Upgraded Main Menu – new visuals (try poking around and seeing what's new!)

🤖More Playable Units and Enemies – meaning a more interesting build.

🍃Map-Based Reactions – Enemies will behave differently in different environments; for example, they may attack more frequently. Or maybe they will counterattack more often?

💡Added "Augmentation" – click the lightbulb above the player character to trigger a special ability.

🗃️Improved "Cartridge" System – the previous "Sticker System" is now called the "Cartridge System" and its effects have also been upgraded.

So, what are you waiting for? Give this demo a spin and let the developer know what you think about it via the form available [HERE](https://docs.google.com/forms/d/1TQ0hcTxr6Fl_s6NwsK5CwkiJCdKvLSj2DXU9BDh3-PE/preview?edit_requested=true).

### **ABOUT *ROULETTE HERO***

In *Roulette Hero*, you assemble animal companions to defeat towering mechanical beasts. Build a team of unique animal companions—some strike fast, others defend with unbreakable resolve, and some are just too adorable to leave behind. Line up the perfect squad on your roulette wheel, spin to activate your animals' abilities, trigger game-changing synergies, and turn the tide of battle! Every spin could lead to a great victory!

***ROULETTE HERO* – MAIN FEATURES**

* **Spin to win:** trigger devastating combos and over-the-top synergies with every roulette spin.
* **Build your beast squad:** 100+ animals across 13 species to mix and match. Unleash over 90 power-ups with them!
* **Mod your madness:** Steam Workshop and Creative Mode support included.
* **Climb the ladder:** asynchronous multiplayer and global leaderboards.
* **Constant evolution:** new content in active development - help shape the journey!

*Roulette Hero* is developed by CLLC Studio and will be published on PC by Spiral Up Games in October this year. The exact release date will be announced soon.

More information about the game can be found on [X](https://x.com/CLLC_studio), [Bluesky](https://bsky.app/profile/rouletteherodev.bsky.social), and [TikTok](https://www.tiktok.com/@roulettehero).

The press kit for the game is available at the following link: <https://pr-outreach.com/en/game/roulette-hero,114>.

**REVIEW KEYS (PC) WILL SOON BE AVAILABLE.** To secure one for yourself, please get in touch with Agnieszka Szóstak at [agnieszka.szostak@pr-outreach.com](mailto:agnieszka.szostak@pr-outreach.com) or call +48 881 951 601.

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### **About CLLC Studio**

CLLC Studio is a solo game development studio based in Chengdu, China. Passionate about deep strategy and accessible design, the developer draws inspiration from deckbuilding games, **Dota 2**, *Warhammer*, and *One Piece*. *Roulette Hero* is their second deckbuilding project and aims to blend relaxation with tactical depth.

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**About Spiral Up Games**

Spiral Up Games is an international game publisher for high-quality PC indie games, headquartered in Singapore. Its team members comprise experienced game veterans with decades of combined experience in indie game development and marketing. Their mission is to find the hidden gems of the indie market and polish them into shining diamonds so that they can be enjoyed and celebrated by gamers worldwide. Visit<http://www.spiralupgames.com> for more information.