



Asmodee and Bezzewizzer Studio Launch *SETUP*, a Twist on a Classic Genre That the Whole Family Will Enjoy!

This new rummy-style game, with cross-generational appeal is sure to become a favorite among families and classic card game fans.

COPENHAGEN, Denmark — Tuesday, April 4, 2023 — Asmodee and Bezzewizzer announced today that the tile-based game *SETUP* is now available in stores around the world. Perfect for all ages, *SETUP* refreshes a much-loved genre, with players building sets of suits or numbers in all directions! This simple yet strategic game challenges players to master tile placement to accumulate points, while avoiding giving points to an opponent. Ideal for both family players and fans of traditional card games, *SETUP* is available now at John Lewis for £23.99.

“We’re excited to bring *SETUP* to families and classical game fans across the globe,” said Birgitte Bülow, CEO of Bezzewizzer Studio. “*SETUP* will be a game familiar to anyone who has played rummy before or just picked up a deck of cards. Our new spin on how to make sets and score points makes it fun for players and families of all generations to enjoy together.”

***SETUP* Is Simple**

Players combine suits and numbers on card-like tiles to earn points. Placement is key, as you can create combinations in any direction or even stack tiles to throw off an opponent. A single tile placement can earn points on multiple sets as it extends in various directions but be careful not to help opponents create their own sets! Playable with 2-4 players in a free-for-all battle, or in a 2v2 team mode, *SETUP* offers an exciting set-building showdown for the whole family.

Key Features:

- **Pick Up and Play:** Featuring a lightning fast 25-minute runtime and simple rules, and replacing cards and complex scorekeeping with colorful tiles and a gameboard makes *SETUP* fun for all ages.
- **Keep Your Eyes on the Board:** *SETUP* makes the rummy genre engaging at every turn. Players must watch how the available combinations change as opponents stack and build criss-crossing sets.
- **Unexpected Bonuses:** Bonus squares add an extra twist of strategy to *SETUP*. Each player has two bonus squares, in which only they can place tiles. Other players can create sets using tiles from a bonus square, but both the tile placer and owner of the bonus square score points.
- **Multiple Game Modes:** *SETUP* supports 2-4 players and 2v2 team play. The 2v2 mode adds a fun layer of collaborative strategy and is great for parents playing with kids.

SETUP is developed by Bezzerwizzer Studio and published by Asmodee. For more information, visit asmodee.co.uk

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About Bezzerwizzer Studio

With a passion for knowledge, curiosity and playfulness, Bezzerwizzer Studio was founded in Denmark in 2006. Since then, we have built a strong portfolio of trivia and party games and, to date, we have sold more than three million games in more than 10 countries. Our key words are togetherness, creativity, knowledge and quality. We take pride in the fact that our games can play a part at gatherings of friends and family. And we are driven by the desire to give even more people around the world the opportunity to play their way to new discoveries and fun memories.

About Asmodee

Asmodee is an entertainment leader specialized in board games, committed to bringing people together through great games and amazing stories.

Thanks to its global and passionate workforce of over 2,500 people, players around the world enjoy one of the largest board game IP catalogs with CATAN, Ticket to Ride, Dobble/Spot it!, Exploding Kittens and 365 more across a variety of digital and physical platforms.

Headquartered in France (Guyancourt), Asmodee operates across Europe, North America, South America and Asia.

Asmodee is a part of the Embracer Group AB, which is publicly listed on Nasdaq Stockholm under the ticker EMBRAC B. (EMBRAC B).

For more information: <https://corporate.asmodee.com/>