



## Asmodee Announces **SETUP**, The Family Game of Tiles and Tactics

*Match, stack, and score in this strategic reinvention of rummy, releasing April 1, 2023*

**COPENHAGEN, Denmark — Tuesday, January 24, 2023** — Asmodee and Bezzewizzer Studio today announced the April 1 global launch of *SETUP*, a tile-based spin on the popular rummy genre suitable for players of all ages. *SETUP* reboots the classic game with players building sets of suits or numbers in all directions! This accessible yet strategic title challenges players to master tile placement to accumulate points, while trying to avoid giving points to an opponent. *SETUP* is available for pre-order from the Asmodee store and select retailers for an MSRP of \$30.

*SETUP* is simple: Players combine suits and numbers on card-like tiles to earn points. Placement is key, as players 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 players should 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.

“One of our missions as a team is to bring people together with new takes on traditional games - and to do so across all ages,” said Birgitte Bülow, CEO of Bezzewizzer Studio. “Putting new spins on classics like rummy is a great way to bring families together. We know rummy fans will love the new twists and mechanics, like introducing tiles with an extra suit and a clear board-based scoring system. These changes make *SETUP* just as fun and easy to get started for new players as it is for established card game fans!”

### **SETUP 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.

Assets for *SETUP* are available [here](#).

*SETUP* is developed by Bezzewizzer Studio and published by Asmodee.

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### **About Bezzewizzer Studio**

With a passion for knowledge, curiosity and playfulness, Bezzewizzer 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 Group, part of Embracer Group, is a leading international games publisher and distributor committed to telling amazing stories through great games with over 43 million games sold yearly in more than 50 countries. Through our portfolio of iconic game titles, including Catan, Ticket to Ride, Pandemic, Dead of Winter, Splendor, 7 Wonders, Just One, Dobble/Spot it!, KeyForge and Star Wars: X-Wing, we create a dynamic transmedia experience for players across a variety of digital and physical platforms. Asmodee also creates inspiring and innovative products in partnership with leading entertainment and technology companies. With a global workforce of over 2000 people, Asmodee operates in Europe, North America, South America and Asia. Asmodee is headquartered in Guyancourt, France. Learn more at [corporate.asmodee.com](http://corporate.asmodee.com).

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