

## Introduction

The **Franchises Expansion Set** brings the excitement of building corporate conglomerates to Urban Insanity.

You start off with a lowly Storekeeper that can become powerful enough to rival the Mob Boss for control of a city block.

Place your Storekeeper on a city block and, as you build stores in that city block, your Storekeeper gains power and influence.

But don't just focus on your own areas. You can close up shop in an opponent's city block and gain valuable stock in various enterprises.

Hold onto your investments for big points or cash them in now for a sure thing. How much of a risk taker are you?

Wall Street has arrived and Urban Insanity is getting down to business!

## Setup



Give each player a Storekeeper that matches their color.



Assign one player to manage the 32 Franchise Tokens and place them off to one side.

Shuffle the 4 Drug Store tiles and the 4 Toy Store tiles in with the other city tiles.



*Note: There are no action cards included in the Franchises Expansion Set.*



## Franchise Tiles



There are 4 Toy Store tiles and 4 Drug Store tiles included in the Franchises Expansion Set.

These tiles play exactly like the store tiles in the Cities & Suburbs base game.

Completed city blocks score 1 additional point for each store icon in the city block.

No points are scored for store icons that are part of incomplete city blocks at the end of the game.



## Franchise Tokens



There are 32 Franchise Tokens (4 for each store icon) included in this set.

When a city block is completed, the player completing the city block (regardless of who controls the city block) receives a Franchise Token corresponding to each store icon in the completed city block.

Franchise Token sets may be redeemed for points on any turn that a player receives a token. If a player chooses not to redeem a set on their turn, they must wait until they receive another token to redeem a set.

Redemption value of Franchise Token sets:

- Three different stores ..... 15 points
- Three of the same store ..... 25 points
- All four of the same store ..... 50 points

Each token not redeemed is worth 2 points at the end of the game.



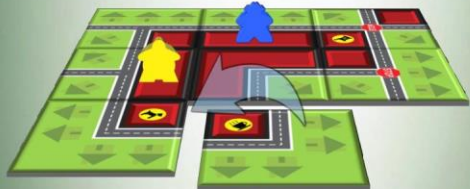
## Storekeepers



**Storekeepers** may only be played on buildings. Storekeepers may not be played on roads, stadiums, or suburbs.

When competing for control of a city block, a Storekeeper counts as one Urbanite for each store symbol in the city block.

A Storekeeper may control a city block with no stores, but counts as zero Urbanites if competing for control of a city block with no store icons.



In the example above, **BLUE** places the tile to complete the city block. **YELLOW**'s Storekeeper now outnumbered **BLUE**'s Big Dude 3-2 and scores 19 points, but **BLUE** receives three Franchise Tokens for completing the city block.



## Miscellaneous Rules

Remember that you must redeem Franchise Tokens on a turn where you receive at least one Franchise Token. You cannot redeem Franchise Tokens at any other time.

Unredeemed Franchise Tokens score one point each at the end of the game.

### Aliens

Aliens cannot abduct Storekeepers.

### Mobsters

Mob Cars remove opponents' Storekeepers.

Storekeepers cannot be captured with a Jail Tile.

### Skyscrapers

Storekeepers cannot operate Bulldozers.

### Gas & Go

Storekeepers cannot be placed using a Helicopter Card.

# Get all 6 Expansion Sets!



They have arrived!  
Take over your  
opponents' cities  
and abduct their  
Urbanites!

STOP



It's all-out gang  
warfare, Mafia  
style! Wipe out  
your opponents!  
Bribe the cops  
and put them in  
jail!



Hire an arsonist  
to light up your  
opponents' city  
block! Call in the  
fire brigade to  
save your build-  
ings! It's four-  
alarm insanity!

STOP



Build cities at twice  
the speed using your  
bulldozer. Erect a  
skyscraper! Bring in  
a wrecker and clear  
out your opponents'  
buildings!



Air-drop your  
Urbanites any-  
where! Double  
the points on  
roads. Gas up  
your vehicles!  
Go, Go, Go!



Become a business  
tycoon! Grab up  
valuable real estate  
and create a  
monopoly! It's Wall  
Street and the  
market is open!