

# WEST EDMONTON MALL EIGHTH WONDER OF THE WORLD THE WORLD'S LARGEST MALL GAME

## A BRIEF SUMMARY:

The Game was designed and built in Edmonton, Alberta, Canada by MIDAS MARKETING AND MANAGEMENT INC., and is the world's largest fun and fashion centre game. **ENJOY.**

## RULES

### GAME PIECES:

There is one Game Board which consists of an artistic layout of West Edmonton Mall.

There are six (6) sets of cards. These consist of:

- Two sets of credit cards: West Edmonton Mall Credit Card and MasterCard
- Five (5) Main Attractions
- Six (6) Major Department Stores
- Seven (7) sets of Retail Stores and Services
- Six (6) Edmonton Oilers Insurance Cards.

The Game is played with six (6) playing tokens and money. Two (2) to Six (6) people can play the Game.

### SETTING UP THE BOARD:

One player will act as the banker. This player will distribute all monies, and will also act as the Leasing Agent, who will be responsible for the distribution of the Lease Cards to those who wish to purchase the leases.

Each player will receive \$250,000 in money through the following denominations:

8 x \$25,000.00  
2 x \$10,000.00  
4 x \$ 5,000.00  
6 x \$ 1,000.00  
8 x \$ 500.00

The West Edmonton Mall Credit Card, MasterCard and Edmonton Oilers Insurance Cards are to be shuffled and placed in the appropriate positions on the Board.

Each player will roll one die. The player with the highest roll will determine who goes first. The player then rolls two dice and moves his/her token in a clockwise direction around the board.

### GAME PLAY RULES

**The movement around the Board will begin at the Triple Five Start position. Each time a player passes the start square he/she will collect a \$1,000.00 bonus. A player must go past the Midas/Lotto square before lease purchasing can begin.**

**NOTE:** If a player rolls doubles, he/she may roll again. He/she must then pass the dice to the next player, even if he/she rolls doubles again.

### THE OBJECT OF THE GAME:

The object of the game is to secure Lease Holdings and Attractions as the player lands on them. This will enable the player to collect a customer charge and become controller of the Mall and money.

### LEASING PROPERTY:

It will be necessary to lease three (3) of the same set (leases are colour coded) of minor retail stores before the player will be allowed to lease a Major Department Store or Attraction.

In order to collect the maximum customer charge on the minor retail leases (\$25,000.00), a player must own a complete set of four (4) leases. Customer charges for incomplete sets of leases are listed on the back of each lease card. When a player obtains a major lease (Department Store or Attraction), the customer charge is 50% of 1/2 of the cost of the lease.

### TYPES OF PLAYING CARDS

The West Edmonton Mall Credit Card and MasterCards are novelty cards which have a brief description telling the holder of the card what to do (i.e. Advance to the nearest jewellery store. If leased pay customer charge. If you pass start, collect \$1,000.00). There are twenty-one (21) West Edmonton Mall Credit Cards and twenty-one (21) MasterCards.

### EDMONTON OILERS INSURANCE CARDS:

There are six (6) Edmonton Oilers Insurance Cards which are to be placed on the Ice Palace. Upon landing on the Ice Palace, the player receives a card which is to be kept, and enables the player to waive the customer charge incurred when landing on an opponent's square. After this card has been used, the player must return it to the Ice Palace. It then becomes available to the next player to land there.

**NOTE:** It is not mandatory to use the Insurance Card when the player lands on an opponent's square. It may be kept until the player chooses to use it.

## LOTTERY SQUARES:

These are the Midas and Colorfast squares. When a player lands on these squares, he/she must roll the dice and collect the amount showing on the dice X \$1,000.00. If the player rolls doubles, multiply the amount showing on the dice X \$2,000.00. Then pass the dice on to the next player.

## MISS A TURN SQUARES:

There are two (2) of these squares. They are the Deep Sea Adventure square and the Pepsi square. When a player lands on either of these squares he/she must miss one turn.

## BANKRUPTCY:

This occurs when a player has no cash money or property to sell and he/she must retire from the game.

## TYPES OF LEASE CARDS:

There are three (3) types of lease cards as follows:

1. MINOR RETAIL STORES LEASES — consisting of seven (7) sets of four (4) cards.

a) Specialty Stores	— set of four (4)	— gray
b) Sport Stores	— set of four (4)	— blue
c) Shoe Stores	— set of four (4)	— red
d) Restaurants	— set of four (4)	— green
e) Ladies Wear	— set of four (4)	— pink
f) Toy Stores	— set of four (4)	— yellow
g) Jewellery Stores	— set of four (4)	— purple
  
2. MAJOR DEPARTMENT STORE LEASES — consisting of six (6) Major Department stores.

a) Sears	d) Zellers
b) Eatons	e) Consumers Distributing
c) Woodwards	f) Canadian Tire
  
3. MAJOR ATTRACTIONS - LEASES — consisting of five (5) Main Attraction leases which are the most expensive leases on the Board and are as follows:

a) Fantasyland	d) World Water Park
b) Pebble Beach Golf Course	e) Bourbon Street
c) Fantasyland Hotel	

## SELLING AND TRADING PROPERTIES:

A player may sell or trade properties only when he/she receives the dice (before he/she rolls, not after). When trading or making a deal, only the player that has the dice, and the player that he/she is trading with may talk. If another player interrupts in any way pertaining to the trade, he/she must pay a penalty of \$1,000.00 to each player of the game. All deals made must be honoured. We encourage deal making.

When trading a player must still have three (3) of a set of four (4) lease cards in order to trade for Major Department Stores or Major Attractions.

If a player lands on another player's store, and he/she does not have the money to cover the customer charge, he/she may then trade or sell property to another player on the board, or he/she may use an Edmonton Oilers Insurance Card to waive the customer charge. This is the **only** exception to the rules on selling and trading properties.

**NOTE:** If a player wishes to sell his/her property to the Bank, he/she will receive 1/2 of the lease price listed on the back of the lease card. The property will then be available to the next player on the square.

## STRATEGY:

The basic strategy of the game is to collect three (3) of a set of four (4) Minor retail stores by landing on them and leasing them, or by trading for them. This will allow the player to lease the Major Department Stores and Attractions. (Ideally a player should want a full set of cards, because this gives the player the full lease value of \$25,000.00 each time a player lands on the property.)

## TO END THE GAME:

There are three ways to end the game.

1. A set time limit
2. One of the players has complete control of the Mall.
3. Two players are left. The properties and money will be counted and the player with the most assets wins.

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This game is the production of MIDAS MARKETING AND MANAGEMENT INC. All enquiries should be directed to 1-800-661-6565.

Permission to use the names "West Edmonton Mall" and "Triple Five Corporation Ltd." granted by Triple Five Corporation Ltd. Triple Five Corporation Ltd. is in no way involved in the production, sale or promotion of the game, and should a dispute arise relating to the game, Triple Five Corporation Ltd. has no liabilities whatsoever.

Permission to use the name "Edmonton Oilers" granted by the Edmonton Oilers Hockey Club.

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Dear Consumer

We are extremely proud of our West Edmonton Mall Game.

If for any reason you have a question, require new pieces for your game or the name of the nearest retailer, please call 1-800-661-6565 toll free. HAVE FUN.

John Horgan  
President  
Midas Marketing and Management Inc.



# WEST EDMONTON MALL

## LA HUITIÈME MERVEILLE DU MONDE

### LE JEU DU PLUS GRAND CENTRE COMMERCIAL DU MONDE

#### SOMMAIRE BREF:

Ce jeu a été créé et fabriqué à Edmonton, en Alberta, Canada par MIDAS MARKETING AND MANAGEMENT INC., et c'est le jeu du plus grand centre commercial mondial d'amusement et de mode. **AMUSEZ-VOUS BIEN.**

## RÈGLES

#### MATÉRIEL DE JEU:

Il y a six (6) ensembles de cartes qui se composent comme suite:

Deux ensembles de cartes de crédit: La carte de crédit WEST EDMONTON MALL et la carte MASTERCARD.

Cinq (5) Evénements Principaux. (Main Attractions)

Six (6) Magasins à Rayon. (Major Department Stores)

Sept (7) ensembles de Magasins de Vente au Détail et Services. (Retail Stores and Services)

Six (6) Cartes d'Assurance Edmonton Oilers. (Edmonton Oilers Insurance Cards)

Le Jeu se joue avec six (6) jetons et de l'argent. Deux (2) à six (6) personnes peuvent participer à ce Jeu.

#### ETABLIR LE TABLEAU DE JEU:

Un des joueurs sera le Banquier. Ce joueur distribuera l'argent et aussi sera L'Agent pour les baux de location. Elle/il est aussi responsable pour la distribution des cartes de location à ceux qui désirent les acheter.

Chaque joueur recevra \$250,000.00 dans les dénominations suivantes:

8 x \$25,000.00

2 x \$10,000.00

4 x \$ 5,000.00

6 x \$ 1,000.00

8 x \$ 500.00

La Carte de Crédit West Edmonton Mall, la carte MasterCard et les Cartes d'Assurance Edmonton Oilers sont brassées et placées sur les endroits appropriés sur le tableau.

Chacun des participants tire le dé et la valeur la plus élevée détermine le premier joueur. Ce joueur ensuite tire deux dés et avance son jeton dans le sens des aiguilles d'une montre autour du tableau.

#### COMMENT SE JOUE LE JEU:

**On début à la position "Triple Five." Chaque fois qu'un joueur repasse sur cette position du départ, elle/il reçoit un boni de \$1,000.00. Chaque joueur doit faire une fois le tour complet du tableau avant que l'achat de baux soit possible.**

**REMARQUE:** Si un joueur tire un double, il peut tirer une fois de plus seulement. Elle/il devra céder les dés au prochain joueur après le deuxième coup de dé, même si elle/il tire un deuxième coup double.

#### BUT DU JEU:

Le but du jeu est d'obtenir les Achats de Location et les Evénements à mesure qu'on arrive sur ces positions. Cela permettra au joueur de percevoir un frais de client et de contrôler le centre commercial et l'argent.

#### LOCATION DE PROPRIETE:

Il est nécessaire de louer trois (3) du même ensemble (les baux sont identifiés par leurs couleurs avant qu'un joueur puisse louer un Magasin à Rayon ou un Evènement).

A fin de percevoir le frais maximum d'un client sur un bail d'un Magasin au Détail Mineur, le joueur doit posséder un ensemble complet de quatre (4) baux. Les frais du client pour les ensembles de baux incomplets sont indiqués au verso de chaque carte de bail. Lorsqu'un joueur obtient un bail majeur (Magasin à Rayon ou Evènement) le frais du client est de 50% ou  $\frac{1}{2}$  du coût du bail.

#### TYPES DE CARTES DE JEU:

La Carte de Crédit West Edmonton Mall et les cartes MasterCard sont des nouveautés qui décrivent brièvement à son propriétaire quoi faire (i.e. avancer à la prochaine bijouterie. Si déjà loué, payer le frais de client. Si vous passez par le point de départ, collectionnez \$1,000.00) Il y a vingt-et-une (21) Cartes de Crédit West Edmonton Mall et vingt-et-une (21) Cartes MasterCard.

#### CARTES D'ASSURANCE EDMONTON OILERS:

Il y a six (6) de ces cartes qui doivent être placées sur "Ice Palace" (Palais de la Glace). Lorsqu'on arrive sur ce carreau, le joueur reçoit une carte qu'il devra garder et qui lui permettra d'éviter arriver sur un carreau dont le bail appartient déjà à son adversaire. Une fois que cette carte est utilisée, le joueur doit la déposer sur "Ice Palace". Cette Carte devient donc disponible au prochain joueur qui arrive sur ce carreau.

**REMARQUE:** Il n'est pas obligatoire d'utiliser la Carte d'Assurance au moment où le joueur la reçoit. Elle peut être utilisée au moment désiré par le joueur qui la possède.

## LOTTERY SQUARES:

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  - Canadian Tire
- MAJOR ATTRACTIONS - LEASES — consisting of five (5) Main Attraction leases which are the most expensive leases on the Board and are as follows:
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  - Fantasyland Hotel
  - World Water Park
  - Bourbon Street

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