3. DEFEND

If you spot another team coming for an attack, you can attack simultaneously. Be sure that all members of your team or alliance are performing the same attack! You can refuse to surrender to a team that is not convincingly synchronized.

In the event of a simultaneous attack, use the value system explained in your secret weapon email to determine which attack wins. If you both use the same weapon, run in the opposite direction and wait 30 seconds before attacking again.

5. ALLIANCES

A new alliance is formed after each successful assassination.

Stay together with your new alliance at all times. You cannot split up. You must stay together, like a benevolent mob. You must attack together—all members of the group perform the act of kindness simultaneously

Targets keeping getting bigger! Other killed teams are being reborn, too. As the game continues, you'll be targeting evergrowing alliances made up of multiple teams. Your target may grow to be 6, 8, 20 players or more...

Remember to coordinate your attacks. A team can refuse to surrender if your alliance's attack is not convincingly synchronized!

7. PANIC

"OMG! I need live assistance!" Call your puppet master any time during the game for help with the rules, or if you need to moderate a conflict with another team.

"Oh no. I need to QUIT the game." Call to announce that you are too cruel to keep playing.

"OMG! My team is bored because we can't find anyone else to kill!" We suggest standing on a corner or running down the street yelling "Please be kind to us! Please!" Another team will spot you and kill you, and then you will be less bored.

WRITE YOUR PUPPET MASTER'S LIVE PHONE NUMBER HERE:

The 7 Faces of the Benevolent Assassin a guide to Cruel 2 B Kind gameplay

When lenity and cruelty play for a kingdom, the gentler gamester is the soonest winner. – William Shakespeare, (1564-1616) English playwright

Wherever there is a human being there is an opportunity for kindness. - Lucius Annaeus Seneca, (4 BC-65) Roman philosopher and playwright.

4. KILLED

If you have been assassinated, tell your killers, "I surrender." They will ask you for your team name. Tell them. They will demand your booty. Give it to the player(s) whose attack impressed you most.

You will no longer receive survival points each time another team is assassinated. However, you can still earn booty points by joining forces with your new alliance.

6. ENDGAME

"How do I know when the game is over?"

The game will text you. The game ends when either of these two things happens:

-Two final alliances descend upon each other for a climactic bloodbath. The final group of successful assassins are the winners. The final group of victims are the losers.

-Time runs out. There are no winners, but Top Assassins Honors are still awarded.

Even if you are not a part of the winning alliance, you can earn Top Assassins awards by collecting lots of booty or taking stealthy photos or video of your attacks.

When the game is over, at least one member of your alliance will receive a text message or phone call with the location of a top secret assassins debriefing. Report there immediately.

1. STEALTH

Show up at the game site alone, or with any teammates.

Choose any location that's in game boundaries. Don't arrive with other teams, or you'll blow your cover.

Check in when you arrive. As early as 30 minutes before, and no later than 5 minutes before, the killing period begins, send an SMS with your team name to the puppet master. Or you can call the same number to check in live.

Look for other players. You don't know who they are or what they look like, so your targets could be ANYONE.

Stay with your partner at all times. You cannot split up or attack other teams independently.

Do not start assassinating until the official killing period begins. Use your own watch to determine when to start killing.

2. ATTACK

Approach carefully. They may attack you first if they see you coming!

Deploy your secret weapon. All teammates must perform the act of kindness, simultaneously.

If you successfully attack, other players must surrender to you. First, demand their personal booty items. Then, earn points for the kill. Ask for the team's name. Text "[team name]" killed [team name] to your puppet master or call the same number to report your kill live.