

PRESS RELEASE

27 March 2025 17:00:00 CET

Adventure Platformer Care Bears™: Unlock The Magic Is Out Now

Stockholm, Sweden (March 27, 2025) – Maximum Entertainment AB (Nasdaq: MAXENT B) today announced the release of adventure platformer Care Bears: Unlock the Magic on consoles.

"As a brand that has brought joy to multiple generations, we wanted *Care Bears: Unlock the Magic* to create a sense of discovery and fun that feels both nostalgic and fresh," said **Philippe Cohen, CEO of Maximum Entertainment**. "It's an experience that lets players truly engage with these beloved characters in an exciting, interactive way."

Based on the beloved TV series, *Care Bears: Unlock the Magic* is now available on PlayStation and Nintendo Switch, with US retail versions coming in Q2. Players can step into the paws of Cheer Bear, Bedtime Bear, Tenderheart Bear, and more, exploring over 200 levels filled with mini-games, obstacles, and magical Belly Badge abilities. Inspired by classic arcade-style gameplay, *Care Bears: Unlock the Magic* blends adventure, teamwork, and fun challenges to create an interactive experience that is both familiar and new.

Watch the *Care Bears: Unlock the Magic* trailer here: <https://youtu.be/52d185CIWqY>

For more information about Maximum Entertainment, please visit: www.maximument.com.

About Care Bears™

Introduced in 1982 through consumer products, greeting cards, and later a series of animated television shows and feature films, Care Bears is one of the most popular and endearing children's properties in the world. Fans of all ages are drawn to the lovable, huggable bears from Care-a-Lot who inspire all to have fun, share, and care. The Care Bears first appeared in their own television specials in 1983 and 1984, followed by a long-running animated TV series and the leap to the big screen in 1985-87 with *The Care Bears Movie* trilogy. *Care Bears & Cousins*, a Netflix original CGI- animated series, launched in fall 2015. In 2019, a brand-new look and mission for the Care Bears was introduced in *Care Bears: Unlock the Magic*, a 48 episode, 2D animated series currently airing in the US on Cartoon Network, Boomerang, and Max via its Cartoonito preschool block. With over 40 years of heartwarming adventures, Care Bears were named as "The #3 Top New Licensee Signed" by License Global Magazine in 2023.

About Maximum Entertainment

Maximum Entertainment is a global entertainment company dedicated to crafting indie to AA video game experiences through original content and licensed partnerships. A fully integrated group with a broad portfolio of content, the company emphasizes collaboration and inclusivity in its partnerships to produce the highest level of interactive entertainment. With more than 300 titles in its catalog, Maximum Entertainment has joined forces with talented creators and renowned franchises around the globe to deliver magic to the gamer in everyone. Maximum Entertainment employs experienced professionals across the entire value chain of video games including development, publishing, transmedia, sales, and operations. Visit Maximum Entertainment at www.maximument.com.

For more information, please contact:

Arnaud Kamphuis, Director of Global Communications
E-mail: press@maximument.com | Tel: +46 8 490 094 98

For more information regarding the company and investments, please contact ir@maximument.com.

Certified Adviser

Augment Partners AB, info@augment.se, tel +46 (0) 8 604 22 55, is Maximum Entertainment AB's Certified Adviser.

Image Attachments

[CareBears Unlock The Magic Key Art ENG](#)

Attachments

[Adventure Platformer Care Bears™: Unlock The Magic Is Out Now](#)