

PRESS RELEASE

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Maximum Football Launches on Steam Early Access

Stockholm, Sweden (November 7, 2024) – Maximum Entertainment AB (Nasdaq: MAXENT B) today announced the highly anticipated Early Access release of Maximum Football on Steam.

*"We are thrilled to share one of our flagship owned IP titles, bringing a unique gaming experience straight to football fans everywhere," said **Philippe Cohen, CEO of Maximum Entertainment**. "Maximum Football assembles all of the features football fans have been asking for over the last decade into one free-to-play model."*

Entirely built around community feedback, the game brings a variety of single and multiplayer modes, bringing some of football fans' most requested features, including physics-based gameplay and unparalleled levels of customization, all built into a free-to-play model. Beyond Early Access, more will come when 1.0 hits PC, PlayStation, and Xbox in 2025.

View today's launch trailer: <https://youtu.be/rF15CjmBU9w>

The game is available to play now for free: https://store.steampowered.com/app/1691280/Maximum_Football/

*"Maximum Football's Early Access launch marks only the beginning for this realistic community-driven gridiron experience," said **Shane Bierwith, Head of Publishing at Maximum Entertainment**. "Maximum Football's 1.0 version will launch on consoles and PC in 2025 and will continue to evolve and grow along with its community beyond that, with many more ways to play, including Franchise and Career Modes, slated for next year."*

Maximum Football's key features include:

Unmatched Customization

Maximum Football allows players to create their football universe from the ground up, upload custom logos, create up to 130 teams, and change every aspect of a player from ratings and name to accessories.

College Dynasty Mode

Players get to become head coach, building and sustaining championship teams by drafting, recruiting, and managing both team and stadium personnel year after year.

Free to Play

This entire football simulation experience is free: Players can play the core game and get a variety of customization options free of charge. To enhance the experience, a selection of premium content is available for purchase.

Ranked, Online Competition

Maximum Football features an online mode where players can build and upgrade a roster of players via a competitive card system, and then test their team and skills in ranked online matches for rewards, XP and more. The cards can be modified in numerous ways. Merging cards make stronger cards, while re-naming and customizing every player in the deck allows players to make their ideal team.

Player Upgrades

Players can strengthen their roster by improving athletes via Practice Mode and earn rewards via daily and weekly challenges.

Ongoing Content

Launching into Early Access, *Maximum Football* will continue to expand with future content being rolled out regularly.

Franchise Mode (Pro Level - Coming Soon)

This mode will allow players to go through a professional season against 31 teams, all going head-to-head for the championship.

Built from the ground up by Maximum Entertainment, *Maximum Football* encourages the community to provide feedback and input via the official *Maximum Football* [Discord](#) and [X](#).

Keep up with the latest on *Maximum Football* by visiting www.maxfootballgame.com.

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

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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.

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.

Image Attachments

[Maximum Football 24 Key Art](#)

Attachments

[Maximum Football Launches on Steam Early Access](#)