

PRESS RELEASE

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Maximum Entertainment Launches Bye Sweet Carole Today

Stockholm, Sweden (October 9, 2025) – Maximum Entertainment AB (Nasdaq: MAXENT B), in partnership with Italian studio Little Sewing Machine, today announced the worldwide launch of horror puzzle platformer Bye Sweet Carole. Inspired by the golden era of hand-drawn animation, the highly anticipated horror adventure game is now available on PlayStation 5, Nintendo Switch, Xbox Series X, and PC via Steam.

*"We are thrilled to release today Bye Sweet Carole on all platforms, right in time for Halloween and ahead of the Holiday Season." said **Philippe Cohen, CEO of Maximum Entertainment.** "Bye Sweet Carole is a heartfelt love letter to the classic animated films of our childhood and a tribute to the best adventure games of the '90s. This remarkable achievement by the talented Italian studio Little Sewing Machine, in collaboration with Dreams Incorporated, is something everyone involved can be proud of. The title is a powerful addition to our portfolio and perfectly reflects our renewed identity and commitment to delivering distinctive, high-quality games for players everywhere."*

Bye Sweet Carole transports players into a hauntingly beautiful realm where dark fairy tales and nightmarish realities intertwine. The story follows Lana Benton, a courageous young girl on a desperate search for her missing friend, Carole, in the ominous Bunny Hall orphanage.

View today's launch trailer here: <https://youtu.be/4CsIxSRkfM>

Explore a mesmerizing, hand-animated world inhabited by unforgettable characters—from Lana's devoted companion Mr. Baesie to the sinister owl Velenia, the dreadful Mr. Kyn, and an overwhelming swarm of nightmarish tar bunnies. Every frame of this fantastical universe has been meticulously illustrated to bring its dark charm to life.

The game also launches physically on PS5 and Nintendo Switch in EMEA and Australia today, with the physical edition hitting the Americas on October 21st. This special retail version of *Bye Sweet Carole* includes the following bonus items:

- Reversible Coversheet with alternate artwork
- Digital Original Soundtrack (27 tracks)
- Digital Artbook with exclusive behind-the-scenes elements

Purchase *Bye Sweet Carole* [here](#) on PlayStation 5, Nintendo Switch, Xbox Series X, and PC. Stay up to date with *Bye Sweet Carole* on socials:

- Discord: <https://discord.gg/f3U5kv9N9Y>
- X: <https://x.com/ByeSweetCarole>
- TikTok: <https://www.tiktok.com/@byesweetcarole>
- Instagram: <https://www.instagram.com/byesweetcarole/>

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

About Little Sewing Machine

Founded by acclaimed artist and director Chris Darril, creator of the "Remothered" series, Little Sewing Machine is a new media development company: video games, cinema, and animation, currently working on "Bye Sweet Carole", blending the first case a horrific adventure and a traditional animation inspired by classic Disney. Today with more than twenty internal and external collaborators, including veterans from the gaming and animation industries, Little Sewing Machine is a company made up of artists who "sew" arts for art's sake.

More information on: <https://littlesewingmachine.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.

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.

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Image Attachments

[Bye Sweet Carole Launch Key Art](#)
[Bye Sweet Carole Product Visual](#)

Attachments

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