

**PRESS RELEASE**

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## Maximum Entertainment Launches Owned IP in Nordic Horror Adventure Game Bramble: The Mountain King

**Umeå, Sweden (Apr. 27 2023) – Zordix AB (publ) (Nasdaq: ZORDIX B) Maximum Entertainment today along with Dimfrost Studios and Merge Games, launches the highly anticipated Nordic horror-inspired owned IP game Bramble: The Mountain King. The grim fairytale game is developed in Norrköping and is now available on PC and console.**

The launch is a significant moment for Merge Games and Dimfrost Studios as the partnership marks the first inhouse publishing deal for Maximum Entertainment, demonstrating the powerhouse talent within the group. Inspired by Swedish heritage and tales, the dark adventure allows players to take on the role of Olle, a young but brave boy, called by fate to adventure through the unsettling yet stunning environments of Bramble to rescue his sister from the clutches of beasts inspired by Scandinavian nature, folklore, and ancient stories.

“Bramble: The Mountain King is a milestone in Maximum Entertainment’s roadmap and we are immensely proud of this grim folklore-inspired game. We are overwhelmed by the community support with over 178 million views for [#BrambleTheMountainKing](#) on TikTok”, says Christina Seelye, CEO of Maximum Entertainment.

Check out Bramble: The Mountain King release trailer here: [https://www.youtube.com/watch?v=AO\\_iMHoyG2I](https://www.youtube.com/watch?v=AO_iMHoyG2I)

Bramble: The Mountain King draws on powerful mythical creatures and rich fables that spins a unique tale of one boy’s fight for courage in the face of sinister creatures and maddening darkness. The characters are inspired upon the classic legends of Mors Lilla Olle, the story about Näckén, and the art encapsulating landscape is story driven by the Swedish artist John Bauer. Scenes of the game are accompanied by classical folklore-inspired music and by Grieg: The Hall Of The Mountain King.

“We’re thrilled to finally bring the stunning but treacherous world of Bramble: The Mountain King to players worldwide. Partnering with Dimfrost Studio, a key internal development studio within Modus Studios, it has been an absolute pleasure and to watch this creation grow into something truly special. Bramble is a journey that will test player’s courage, wit, and sanity. We can’t wait to see their reactions”, remarked Luke Keighran, Managing Director of Merge Games.

“The amount of passion, dedication, and creativity that has gone into Bramble: The Mountain King is truly remarkable. As a team, we are proud and excited to show our creativity and introduce the world to Nordic folklore. We have found our identity with this game and turned it into a cornerstone of the studio to move on to even bigger and more ambitious projects”, says Josua Manneböck Studio Director of Dimfrost Studio.

Bramble: The Mountain King assets can be found in the [Press Kit](#)

[Signature Edition Games](#) and physical versions will be available for PlayStation® 5 and Xbox Series X|S for only £29.99 / \$34.99 / €34.99 and on Nintendo Switch for £34.99/\$39.99/€39.99 from tomorrow.

For more information please visit [www.mergegames.com](http://www.mergegames.com) or follow on social media channels:

Discord: <https://discord.gg/mergegames>

Twitter - <https://twitter.com/MergeGamesLtd>

Facebook - <https://www.facebook.com/MergeGamesLtd>

YouTube - <https://www.youtube.com/c/Mergegames/videos>

Instagram - <https://www.instagram.com/mergegamesLtd/>

## About Modus Studios

Modus Studios is the development division of Maximum Entertainment and is built of talented artists and programmers that create world class original IP. From the US to Brazil to Hungary and beyond, Modus Studios specializes in high-powered fighting games, sports simulations, and dynamic adventures told through immersive storytelling and compelling gameplay. Modus Studios is part of Maximum Entertainment. Visit Modus Studios at <https://maximument.com/studios/>.

## About Merge

Merge Games is a global video game publisher, developer and distributor based in Manchester, UK that specializes in triple-I content with colorful characters, breathtaking atmospheres, and illuminating gameplay. Releasing games worldwide for PC, consoles and streaming platforms, Merge has proudly delivered Teenage Mutant Ninja Turtles: Shredder's Revenge, Dead Cells, Spirit of the North, Alex Kidd in Miracle World DX, and many more. Merge Games is part of Maximum Entertainment. Visit Merge Games at [www.mergegames.com](http://www.mergegames.com).

## About Maximum Entertainment

Maximum Entertainment is a global entertainment company dedicated to creating high quality experiences spanning the entire value chain of video games, including development, publishing, transmedia, sales and operations. Maximum Entertainment provides collaborative resources to its partners, through in-house publishing labels Maximum Games, Modus, Merge Games and Just For Games, as well as its development division, Modus Studios. With more than 300 titles in its catalog, Maximum Entertainment

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# ZORDIX

has partnered with best-in-class creators and franchises around the world to deliver magic to the gamer in everyone. Maximum Entertainment has offices around the world, employs more than 200 professionals and is a brand of Zordix AB (publ). Visit Maximum Entertainment at [www.maximument.com](http://www.maximument.com).

## About Zordix

Zordix AB (publ) is the holding company of Maximum Entertainment. Visit Zordix at [www.zordix.com](http://www.zordix.com).

## For More Information, please contact:

Christina Seelye, CEO

E-mail: [cseelye@maximument.com](mailto:cseelye@maximument.com) | Tel: +46 90 690 70 66

Thierry Bonnefoi, Interim CFO

E-mail: [tbonnefoi@maximument.com](mailto:tbonnefoi@maximument.com) | Tel: +46 8 490 094 98

*For more information regarding the company and investments, please contact [ir@maximument.com](mailto:ir@maximument.com).*

## Certified Adviser

Augment Partners AB, [info@augment.se](mailto:info@augment.se), tel +46 (0) 8 604 22 55, is Zordix AB (publ)'s Certified Adviser.

## Image Attachments

[Bramble: The Mountain King](#)

## Attachments

[Maximum Entertainment Launches Owned IP in Nordic Horror Adventure Game Bramble: The Mountain King](#)