



## Product Madness™ Launches NFL Super Bowl Slots™, First-Ever Free-to-Play NFL-Licensed Social Casino Mobile Game

*Brand Ambassador Micah Parsons Helps Brings NFL Fandom to Players' Fingertips*

**LAS VEGAS (August 21, 2025)** – Product Madness™, Aristocrat Leisure Limited's (Aristocrat) market-leading free-to-play social casino business, today announced the official worldwide launch of *NFL Super Bowl Slots™*, the first-ever NFL-licensed free-to-play (for 18+) social casino mobile game. Developed in collaboration with the National Football League (NFL) and the National Football League Players Association (NFLPA), this innovative free-to-play mobile application invites social casino players to play their fandom - anytime, anywhere. To celebrate the launch, Product Madness has teamed up with standout NFL linebacker, Micah Parsons, as a brand ambassador to help spotlight the game's unique blend of sports passion and free-to-play social casino entertainment.

"With *NFL Super Bowl Slots*, we set out to do more than just build a game – we wanted to create a new way for fans to experience the sport they love," said Matt Labbat, Senior Vice President and Head of Product Madness. "Every detail was crafted to channel team pride and authenticity into one free-to-play mobile game experience."

*NFL Super Bowl Slots* reimagines social casino entertainment by blending the electrifying energy of the NFL gameday experience with the excitement of social casino slots. Available for free to download and play on both Android and iOS, the game offers a variety of free-to-play slot games to choose from, all of which allow players to customize their experience by selecting any of the NFL's 32 teams, unlocking fully branded content tailored to each franchise.

"*NFL Super Bowl Slots* represents a fresh take on gaming at the league that will reach new fans who can engage with their favorite teams through exciting and interactive gameplay," said Ed Kiang, vice president of video gaming at the NFL. "Through our partnership with Aristocrat and the expertise from Product Madness, we can provide fans (18+) a free-to-play gaming experience right at their fingertips, that will keep them engaged with our sport while also enjoying the liveliness and enthusiasm that is embedded in social casino entertainment."

From the moment users download the game, they are met with the familiar sights and sounds of the NFL across multiple social slot game experiences. Complete with unique bonus features such as "Quarterback Rush" seasons and "Daily Drills," while the game outcomes are random, every element of the gameplay is curated to recreate the competitiveness and pride of gameday. Starting as a "Prospect," players can earn badges unlocking new content and building their legacy all the way up to "Hall of Famer." To elevate the authenticity, *NFL Super Bowl Slots* features real NFL gameday footage courtesy of partnerships with the NFLPA and NFL Films, spotlighting iconic plays, celebrations, rivalry wins, and unforgettable moments.

"Every football fan knows the thrill of watching their favorite NFL Superstar win on the field," said NFL Players Inc. (NFLPI) President, Matt Curtain. "Through this collaboration with Aristocrat and Product Madness we have a unique opportunity to bring that feeling to life in the social casino space."

As the game debuts globally, social casino players can expect seasonal updates and surprise appearances from Aristocrat's legendary characters including *Buffalo™*, *Lightning Link™* and *Dragon Link™*, adding more excitement to the social casino experience.

This launch builds on the NFL's successful partnership with Aristocrat Gaming, whose NFL-themed land-based slot machines have been available at casinos since 2023.

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Now, Aristocrat's social casino business, Product Madness, brings that same level of entertainment and engagement into the free-to-play mobile game space.

As with all Product Madness titles, the free-to-play mobile game, *NFL Super Bowl Slots* was developed with a strong commitment to responsible gameplay, featuring player controls and educational tools to support a safer and enjoyable play environment.

### **About Product Madness**

Product Madness is Aristocrat Leisure Limited's (ASX: ALL) market-leading free to play social casino business. Founded in 2007, it has grown into one of the world's largest mobile game publishers. Headquartered in London with studios worldwide, Product Madness has developed an impressive catalogue of free-to-play social casino titles, including Cashman Casino™, Lightning Link Casino™ and Heart of Vegas™, that are enjoyed by millions of players around the world.

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