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SPYR Adds Proven Marketing Professional to Mobile Games Team

DENVER, Oct. 6, 2015 /PRNewswire/ -- SPYR, INC. (OTCQB: SPYR), a holding company with wholly owned subsidiaries in the digital publishing and advertising industry, mobile game and app development industry, and the food service industry, today announced that it has contracted with ActiveSearch Consulting, Inc., for its CEO, Sophia Lee, to serve as the Head of Marketing for SPYR's wholly owned subsidiary, SPYR APPS, LLC. Ms. Lee will be in charge of user acquisition, marketing and performance of SPYR APPS' mobile games and applications. Ms. Lee will be working with Paul Thind, SPYR's Managing Director of Games and Applications.

Ms. Lee has extensive experience in user acquisition and performance-based mobile and web marketing. As the CEO of ActiveSearch Consulting, she designed and executed multi-faceted marketing programs from the ground up for early-stage technology companies. Her extensive experience in product launch, alpha & beta testing, user acquisition, engagement, retention, customer lifecycle/loyalty and win-back make her the perfect fit for the job at SPYR APPS.

Sophia Lee has assisted several successful clients in the games industry in marketing and monetization. Some of these clients include OMGPOP! (sold to Zynga), DNA Games (sold to Zynga), and Mochi Media (sold to Shanda Games).

Prior to this, Ms. Lee led the "go to market" strategy at Outspark, an online games publisher. In that role, she spearheaded the user acquisition strategy from its infancy as the Vice President of Marketing. Outspark was later acquired by Gamigo in 2013.

In addition to ActiveSearch Consulting, Ms. Lee's experience extends to marketing roles at Yahoo! Inc., Esurance, Photo Alley and Dealix Corporation, with a combined total of over \$1.5 Billion in acquisitions.

Paul Thind, Managing Director of Games & Applications, states, "Because User Acquisition and Marketing is challenging and costly in today's mobile eco-system, we needed to bring in a brilliant performance-based marketer to help with user acquisition efforts for our in-house mobile titles as well as anticipated third-party published titles. We are fortunate to welcome Sophia and her company to our team. I had the pleasure of working with Sophia at Outspark and have the utmost respect for her as a fellow executive skilled in her craft and her overall performance-based marketing skills. She is exactly the kind of person we needed to add to the team as we build out our marketing strategy. We are very excited about the growth we believe she will create for SPYR APPS, its upcoming mobile game titles, and our shareholders."

SPYR's CEO and President, James R. Thompson, states, "Bringing ActiveSearch

Consulting and Sophia into the SPYR fold is a great example of what we expected Paul Thind to do in his role as Managing Director of Mobile Games and Applications. Mr. Thind is using his significant industry contacts to build a world-class games publishing company with an international flair. I am excited to see what else Paul has in store for SPYR APPS and look forward to seeing how our upcoming new games perform in the marketplace."

About SPYR

SPYR, INC. is a holding company that through its wholly-owned subsidiary, Franklin Networks, Inc., is engaged in digital publishing and advertising operations, and through its wholly-owned subsidiary SPYR APPS, LLC, is engaged in mobile application and game development. SPYR, INC. also owns and operates an "American Diner" theme restaurant located in the Philadelphia International Airport in Philadelphia, Pennsylvania, called "Eat at Joe's®" through its other wholly-owned subsidiary, E.A.J.: PHL Airport Inc. The Company is currently exploring opportunities for additional acquisitions in these and other verticals, including mobile application and game development, in order to expand its holdings, to drive and increase revenue and to generate profits and build value for shareholders.

Safe Harbor Statement:

This release contains forward-looking statements that are based upon current expectations or beliefs, as well as a number of assumptions about future events. Although we believe that the expectations reflected in the forward-looking statements and the assumptions upon which they are based are reasonable, we can give no assurance or guarantee that such expectations and assumptions will prove to have been correct. Forward-looking statements are generally identifiable by the use of words like "may," "will," "should," "could," "expect," "anticipate," "estimate," "believe," "intend," or "project" or the negative of these words or other variations on these words or comparable terminology. The reader is cautioned not to put undue reliance on these forward-looking statements, as these statements are subject to numerous factors and uncertainties, including but not limited to: adverse economic conditions, competition, adverse federal, state and local government regulation, international governmental regulation, inadequate capital, inability to carry out research, development and commercialization plans, loss or retirement of key executives and other specific risks. To the extent that statements in this press release are not strictly historical, including statements as to revenue projections, business strategy, outlook, objectives, future milestones, plans, intentions, goals, future financial conditions, events conditioned on stockholder or other approval, or otherwise as to future events, such statements are forward-looking, and are made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. The forward-looking statements contained in this release are subject to certain risks and uncertainties that could cause actual results to differ materially from the statements made. Readers are advised to review our filings with the Securities and Exchange Commission that can be accessed over the Internet at the SEC's website located at <http://www.sec.gov>.

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