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SPYR Adds Seasoned Marketing Professional to Mobile Games Team

DENVER, Sept. 15, 2016 /PRNewswire/ -- SPYR, INC. (OTCQB: SPYR), a holding company with wholly owned subsidiaries in both the mobile game & app development and publishing industry, and in the restaurant industry, today announced that it has added Johannes Rolf to the SPYR team as its VP of Marketing.

Johannes has more than 10 years of experience marketing games and has worked for both game companies and advertising networks in the games industry, including Goodgame Studios, Aeria Games and ad2games where he was Managing Director.

Johannes has a stellar reputation in the games industry, having been described by his former colleagues as an extremely strong and positive marketing professional with vast and thorough knowledge of the industry.

SPYR has set up an office in Berlin, Germany, where Johannes is working closely with the development team for Pocket Starships. Johannes is building a marketing team and will be responsible for driving the global marketing of SPYR's flagship game, Pocket Starships and its new Hivespawn Expansion, as well as the soon to be published Drone Wars and other future games to be published by SPYR APPS.

James R. Thompson, SPYR's CEO and President, stated: "We are very excited to welcome Johannes to the SPYR team. His reputation in the industry is second to none and we are very lucky to have Johannes and his expertise in the games marketing business as part of our arsenal."

Johannes Rolf stated: "I am excited to be part of this ambitious team of industry experts and looking forward to further building up a world class marketing team that enables SPYR to present its games to a global audience and, in turn, support the company's growth plans."

About SPYR

SPYR, INC. is a holding company that through its wholly owned subsidiary SPYR APPS, LLC, is engaged in mobile application and game publishing and 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>, as well as SPYR's website located at <http://www.spyr.com>, and SPYR's community channel on Twitter located at <https://twitter.com/spyrinc>.

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