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# SPYR's Pocket Starships Continues European Advertising Campaign with Impressive Success in Russian Market

## Pocket Starships Achieves #1 Ranking in Adventure Games

DENVER, Nov. 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 the restaurant industry, today announced that its flagship MMO game [Pocket Starships](#), is continuing to draw tremendous attention and drive significant downloads across Europe. With its focus in a campaign in the Russian gaming market over the last week, the game has ruled the charts in the Russian Apple App Store. This is the second market in a three-market strategic outreach and targeted growth program for the game, announced last week by the Company.

Notable rankings achieved for Pocket Starships in the Russian Apple App Store over the last week (Nov. 7 – Nov. 11) include:

- Adventure (Games): #1
- Action (Games): #2
- Overall (Games): #5

SPYR, which recently launched the Hivespawn expansion to Pocket Starships, is on an aggressive campaign to introduce its Cross Platform Battle Arena Role Playing Game to the European gaming world. Germany was the first market in the campaign and showed strong results last week. This past week, the Russian gaming community has similarly shown interest in the Strategy Space Shooter game with real-time combat.

"The Russian gaming market is a massive one with 72 million gamers and growing nearly 6.5 percent year-over-year. These are very active MMO gamers who love games like Pocket Starships. These are gamers who have quickly become massive fans and participants in eSports," said Mike Turner, SPYR's VP of Strategic Partnerships. "This European push – especially with the recent success in Russia - has confirmed our belief that there truly is a vibrant, lucrative international market for Pocket Starships that we need to be leveraging in order to drive participation and purchase within our game."

According to NewZoo, a leading global market intelligence firm specializing in games, eSports, and mobile, in 2016, the Russian gaming market is predicted to be worth \$1.4 billion and to become the 11<sup>th</sup> largest gaming market in the world. Sixty-five percent of the Russian online population plays games and, of those players, 56 percent will spend an average of \$35 on gaming annually.

Pocket Starships is one of the only true cross-platform, real time games of its kind on the market and is available to gamers that play on almost any of the different platforms and devices, including iOS, Android, tablets, PCs, Macs, Kindles, Amazon and Facebook. It is played in real-time across all platforms simultaneously and, in the coming months, the company plans to add eSports competition opportunities for its players.

### **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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