

November 29, 2016



SPYR's Role-Playing, Strategy Game, Pocket Starships, A Part of Most Lucrative Mobile Game Genres

NEW YORK, NY -- (Marketwired) -- 11/29/16 -- When it comes to mobile games, SPYR, Inc.'s (OTCQB: SPYR) flagship MMO game, Pocket Starships, falls into all the right categories for revenue growth. Because Pocket Starships is one of the only true cross-platform, real-time games of its kind on the market, it is available to gamers on a wide range of platforms and devices, including iOS, Android, tablets, PCs, Macs, Kindles, Amazon and Facebook. Today, we will focus solely on the revenue generated from mobile devices in the games industry.

According to a report from SurveyMonkey Intelligence, games that are published in the strategy, role-playing, adventure and action genres are leading the way in the amount of monthly revenue they generate for mobile publishers. The strategy and role-playing genres alone make up more than 30 percent of the U.S. mobile game market's total revenue.

According to the same report, strategy games drive \$194 million in revenues each month on mobile devices while role-playing games generate \$162 million, adventure games generate \$114 million and action games produce \$98 million in monthly revenues.

Pocket Starships is currently being marketed worldwide, and the game, which is both a Battle Arena Role-Playing Game and a real-time Strategy Space Combat Game, is seeing a rise in overall downloads in several markets specifically targeted by the company. SPYR received good news from the Apple App Store in Germany, Russia and France, where it is implementing a strategic push to introduce the game to the European gaming market. Between the three countries there are almost 150 million gamers.

The "overall downloads" (#23 Germany, #5 Russia, #16 France) are receiving high rankings, and as we drill down on specific genres in those countries, Pocket Starships has ranked at or near the top in both the "adventure" (#3 Germany, #1 Russia, #1 France) and "action" (#10 Germany, #2 Russia, #8 France) categories as well.

Mike Turner, SPYR's VP of Strategic Partnerships, said, "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."

Mike Sonders, a writer at SurveyMonkey Intelligence, believes the success of strategy and role-playing games is rooted in their ability to monetize their active players at high rates. And, the fact that 62% of smartphone owners install mobile games within the first week of getting their device, which is more than any other type of app, lends even more evidence to

the explosion in popularity of mobile games.

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Source: SPYR, Inc.