

November 5, 2018



SPYR Shareholder Update

DENVER, CO, Nov. 05, 2018 (GLOBE NEWSWIRE) -- via NEWMEDIAWIRE - SPYR, INC. (OTC PINK: SPYR), a holding company with wholly owned subsidiaries in both the mobile game & app development and publishing industry, today provides its shareholders with a business update.

SPYR's overarching goal is to become a premier, diversified mobile games publisher, deriving revenue from games in various genres and appealing to multiple demographics. Toward that goal and as announced on August 2, 2018, SPYR launched the game *Steven Universe: Tap Together*. (<https://ir.spyr.com/press-releases/detail/211/spyr-announces-global-launch-of-steven-universe-tap>).

Today, SPYR updates its shareholders on the progress and key milestones for the *Steven Universe: Tap Together* title. We were honored to be selected on October 11, 2018 to be the Game of the Day on the Apple App Store. This was in our key territory of the USA, where the *Steven Universe* IP is most popular. The game has been well received globally, with Apple iOS Store average reviews at 4.3 and Google Play at 4.4 out of 5 stars.

Steven Universe: Tap Together is a game in the very popular "tapper" genre, but it is also innovative, in that it includes the ability to play multiplayer and the ability for groups of players to form "Clubs" and play together on a regular basis, which has paid off for the title. There are ongoing tournaments for these Clubs at various levels, and Events are run in-game to introduce new characters and provide shared goals for the Clubs on at least a monthly basis.

Last week *Steven Universe: Tap Together* completed its latest in-game event, which lasted one week and featured a popular singing group from the television show. These in-game events are run approximately monthly and players dive into the events with gusto. With each event we see the engagement and monetization levels spike as players binge in order to earn the limited time rewards that are offered during these game events.

The Role Playing Game (RPG) and hero collection mechanics of the title are delivering higher than industry standard Average Revenue Per Daily Active Unique (ARPDau) numbers for the Casual Games Genre, demonstrating the player base sees the value of the items offered in the game. In the Western territories, the lifetime player value numbers are exceeding our projections and we are looking to expand our advertising and promotional channels to bring the game to more users through additional marketing platforms.

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. 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>.

Investor Relations Contacts:
Marlin Molinaro
Marmel Communications, LLC
(623) 231-5106
mmolinarofc@gmail.com



Source: SPYR, Inc.