

October 8, 2015



## **SPYR Welcomes Former Rovio Entertainment (Angry Birds Developer) Marketing Expert to Advisory Board**

DENVER, Oct. 8, 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 added former Rovio Entertainment Marketing Veteran and current CEO of Silvermile, Mr. Juhana Kotilainen, to serve on the Advisory Board of SPYR's wholly owned subsidiary, SPYR APPS, LLC.

As previously announced, SPYR's Director of Mobile Games and Applications, Paul Thind, has been engaged in the process of putting together an Advisory Board made up of Mobile Game Industry experts, who will provide expert guidance on the overall strategy related to SPYR APPS' mobile game and applications business. Mr. Kotilainen is the first member of the Advisory Board and he brings a wealth of knowledge and industry experience to the table.

Juhana Kotilainen has over 10 years of experience in mobile and social games, having worked with global brands like Sulake's "Habbo Hotel" and Rovio's "Angry Birds." He is currently the CEO and Founder of Silvermile, a new mobile games company based in Helsinki, Finland, that expects to release its first mobile game later this year. Silvermile has raised funding from a number of sources globally and has other veterans from Rovio Entertainment and Habbo Hotel as part of its founding team. Mr. Kotilainen has a successful record of accomplishment in creating industry changing solutions and new commercial channels in mobile, advertising, marketing, cross-promotion, branding, partnerships, product design, and monetizing mobile games.

As one of the early hires at Rovio, Juhana Kotilainen was responsible for marketing, business development, branding, partnerships, user acquisition, licensing, and creative solutions to maximize the growth of the hugely successful "Angry Birds" mobile game. During his tenure, the company grew from 20 employees to 700 employees, and it experienced 1 Billion downloads and \$195 million in yearly revenue.

Paul Thind, Managing Director of Games & Applications states, "Finland is a hotbed for the games industry being home to some of the most successful mobile games companies, such as Rovio Entertainment and Supercell. As I sought out individuals to recruit for our advisory board, I thought of Juhana, who brings with him the foresight and wealth of experience to guide us in our mobile games strategy. It helps that he was at Rovio early on and was able to see the company grow into the powerhouse it is today.

Juhana has already made his mark at SPYR APPS, LLC, as we are currently in the process of negotiating new mobile games publishing deals under his guidance. We are very excited to welcome Juhana to our Advisory Board and we are equally as excited about the growth we believe he will create for SPYR APPS, its upcoming mobile game titles, and our shareholders."

SPYR's CEO and President, James R. Thompson states, "When Paul proposed putting together an Advisory Board of industry experts to help guide our mobile games and applications strategy, I was very excited by the prospect. The fact that he has been able to appoint Juhana, whose experience at Rovio and with Habbo Hotel speaks volumes about his expertise in the industry, is another example of how Paul is working to create a world-class mobile games and apps company."

#### 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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