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## **SPYR Welcomes Mobile Advertising Industry Veteran to Advisory Board**

DENVER, Dec. 9, 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 Mr. Edward Laws to the advisory board of its wholly owned subsidiary, SPYR APPS, LLC. Mr. Laws is currently the Global SVP & GM of Performance Advertising at InMobi, and the former Head of Mobile Marketplace (Europe, Middle East and Africa) at Yahoo!. Mr. Laws joins Reinout Te Brake, Juhana Kotilainen and Lars Koschin on SPYR APPS' advisory board, which is comprised of mobile games and media industry executives.

Mr. Laws has over 20 years of professional experience in the areas of gaming, music & entertainment, finance/M&A, mobile marketplaces and mobile advertising. As the Global SVP & GM of Performance Advertising at InMobi, Mr. Laws works across a number of industry verticals such as gaming, commerce, social, music and media and entertainment services. InMobi is currently one of the largest mobile advertising networks in the world with over a billion users on a network of over 30,000 SDK integrated publishers, and was recognized by MIT Technology Review as one of the 50 most disruptive companies in the world in 2013. Ed Laws spearheads a cross functional team across North America, EMEA and India that support clients on user acquisition and engagement, product discovery and mobile monetization.

Prior to his time at InMobi, Mr. Laws was the Head of Mobile Marketplace (Europe, Middle East and Africa) at Yahoo!, where he defined the mobile strategy for users, advertisers and publishers in Europe, the Middle East and Africa. In that role he championed a 'mobile first' strategy across the company, and was recognized for delivering business priorities for sales, marketing, product and business development. He also enabled early tradability of Yahoo inventory on its programmatic platform.

Mr. Laws started his career as a Chartered Accountant at KPMG then taking Finance leadership positions at dance label, Multiply Records, followed by Yahoo! at the time of the first global internet boom.

Paul Thind, Managing Director of Games & Applications states, "Having worked in mobile advertising in addition to gaming, I know the enormity of the market for mobile advertising. As I was building the advisory board, I thought of Ed, who brings a great deal of experience on that side of the business. I'm thrilled to welcome Ed to our advisory board. I met him when we worked together at InMobi and have watched him and his team scale up the company to one of the biggest players in the industry over the past few

years. Ed brings with him a global knowledge of the advertising industry and a global orientation with extensive knowledge of the Indian/Asian markets as well as the European and American markets."

According to Thind: "In many cases, mobile games have been monetized with advertising. Usually 95-99% of players do not make in-app purchases, so knowing how to engage users in the right way and serve ads at the right time, without annoying users, is a valuable commodity. Ed has great knowledge, not only of the global mobile games market, but also of how to utilize mobile ads to properly engage users. It also helps that he helped build one of the largest mobile advertising networks in the world. Ed shares my passion for games, music and mobile markets. I firmly believe that Ed will help me create tremendous growth for SPYR APPS, our upcoming mobile game titles and our shareholders. It's with great pleasure that I welcome him to our advisory board."

Mr. Laws states "This appointment to work with Paul on the SPYR APPS Advisory Board is a hugely exciting opportunity for me to mix my business experience and passions in the realms of mobile gaming, media and music. There is plenty of room today to rethink the challenges, emotions, identities and fulfillment players can experience on mobile games and by fusing creative artistry across the entire entertainment industry spectrum from game developers to brands, to musicians and film studios. I look forward to working alongside fellow Advisory Board members to help SPYR APPS publish groundbreaking titles that shake things up a bit."

#### 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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