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SPYR's Marketing and Advertising Campaign for Pocket Starships Exceeding Projections

DENVER, Sept. 29, 2016 /PRNewswire/ -- SPYR, INC. (OTCQB: SPYR), a holding company with wholly owned subsidiaries in both the mobile game & app development and publishing industry, and in the restaurant industry, today announced that its marketing and advertising campaign following the launch of the Pocket Starships Hivespawn expansion has been extremely successful.

Following the launch of the Pocket Starships Hivespawn expansion earlier this month, SPYR began its marketing and advertising campaign to drive user acquisition. Today, SPYR announced that those marketing and advertising efforts have been very successful and, in many instances are exceeding projections.

More specifically, for the partial month period September 1, 2016 through September 22, 2016, as compared to the entire month of August 2016:

- New user registrations have increased by more than 600%.
- Daily active users have increased by more than 200%.
- The first day conversion (number of users making a purchase on the first day) rate has increased by more than 30%.
- The number of first time paying user has increased by more than 200%.
- The total number of paying users has increased by more than 85%.
- The number of transactions (in app purchases) has increased by more than 80%.

Additionally, some iOS platform specific data for the partial month period September 1, 2016 through September 22, 2016, as compared to the entire month of August 2016:

- Impressions (number of people looking at the app) have increased by more than 200%.
- App Units (number of transactions) have increased by more than 350%.
- Revenue (values of in app purchases) has increased by more than 175%.
- User sessions have increased by more than 175%.
- Product page views have increased by more than 300%.

Paul Thind, SPYR's Managing Director of Games, stated: "We could not be more pleased with these initial results. In the games business it is all about quality user acquisition. Once you have the users, the revenue follows. This is particularly true with a game like Pocket Starships, which has a very specific path to revenue: first, acquire the user;

second, give the user some time to learn the game and to get engaged and start spending slowly; third, once that happens, users generally start spending more and we expect to see a dramatic rise in revenue."

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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