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SPYR's Pocket Starships Launches A Three-Market Strategic Push in Europe

Pocket Starships Has Strong Showing in Germany, Europe's Largest Gaming Market

DENVER, Nov. 10, 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 flagship Massively Multiplayer Online game Pocket Starships, is receiving favorable response to a dedicated strategic outreach which will cover three of the biggest gaming markets in Europe. In the first week, Pocket Starships has climbed near the top of the charts in the German Apple App Store. Efforts in Russia and France will be reported upon over the next two weeks.

The company, which launched the Hivespawn expansion to Pocket Starships worldwide in September, recently embarked on a mission to introduce their Battle Arena Role Playing Game to the European gaming world. The data in Germany reveals a tremendous interest in the Strategy Space Shooter with real-time combat.

"Reaching the German market is a key part of our strategy for the European gaming universe, which stands at nearly 37 million players," said Mike Turner, SPYR's VP of Strategic Partnerships. "SPYR is a global company, and this European focused campaign in support of Pocket Starships allows us to optimize and improve overall acquisition in these three key gaming markets; and leverage those learnings across Europe."

Ranks achieved for Pocket Starships in the German Apple App Store over the last week include:

- Game (adventure): #3
- Game (action): #10
- Game (overall): #23

[Germany ranks fifth in global](#) game revenue estimates and number one in Europe. For 2016, it is projected that gamers in Germany will spend more than \$4 billion, according to NewZoo, a leading global market intelligence firm specializing in games, eSports, and mobile.

Germans are proven to be passionate gamers with half of their internet population playing games. Further, 57 percent of the gaming population spends money on gaming, making it an attractive target for Pocket Starships.

Pocket Starships is one of the only true cross-platform, real time games of its kind on the market and is available to gamers that play on any of the different platforms and devices, including iOS, Android, tablets, PCs, Macs, Kindle, Amazon and Facebook. It is played in real-time across all platforms simultaneously and, in the coming months, the company plans to add eSports competition opportunities for its players.

SPYR continues to build its team of internationally seasoned professionals with a track record of launching many successful games on a number of different platforms. This is direct result of SPYR's strategic global marketing campaign push to increase engagement and drive growth.

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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