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Apple App Store Now Features Plucky, SPYR APPS' New Mobile Game

Plucky available today for download in the Apple App Store

DENVER, April 30, 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 SPYR APPS' debut game, *Plucky*, is now featured and available for download in the Apple app store.

With the launch of *Plucky* in the Apple app Store, adding to its availability in the Google Play store, SPYR APPS' debut game is now available on 96% of all mobile devices around the world. This further increases the reach of advertisers through *Plucky* and should translate to higher advertising revenues for SPYR.

Utilizing the same "freemium" revenue model as the Google Play version, *Plucky* will be free for users to download and install and will derive revenue from both advertising and in-app purchases.

Download Plucky in the app store today

<https://itunes.apple.com/us/app/plucky/id986414850?ls=1&mt=8>

James R. Thompson, CEO of SPYR, Inc., states "Being able to launch *Plucky* in the Apple Store gives SPYR the ability to potentially market and advertise to even more mobile users worldwide. With our debut game launched, SPYR can continue to pursue more opportunities in the mobile games and apps space through acquisition and continued in-house development. I am very excited about what the future holds for SPYR as a result."

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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To view the original version on PR Newswire, visit <http://www.prnewswire.com/news-releases/apple-app-store-now-features-plucky-spyr-apps-new-mobile-game-300074648.html>

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