

June 29, 2015



SPYR Hires Experienced Digital Advertising Director to Increase Its Ad Network Revenue

DENVER, June 29, 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 the company has hired Adam Tuttle as its Managing Director of Media.

Mr. Tuttle brings almost 20 years of digital advertising, ad technology and start-up expertise to SPYR, having been an integral team member of some of the most defining companies in the industry. Mr. Tuttle brings unparalleled digital media experience and knowledge to SPYR. He began his digital advertising career in 1997 at Alexa Internet, a company that collects data and reports web site traffic, unique visitors and page views. As a founding member of Alexa's ad sales and research teams, Mr. Tuttle created some of the web's first contextual ad campaigns and techniques and supported Amazon.com's business directives after Amazon acquired Alexa.

Today, Mr. Tuttle is a sought after specialist in digital media, AdTech and all things related to the digital advertising ecosystem. He brings to SPYR deep technical understanding with a seasoned entrepreneurial eye and significant connections throughout the industry. SPYR is confident that Mr. Tuttle will be instrumental in continuing to build and grow SPYR's digital publishing brands and revenue through new and existing ad provider relationships. Mr. Tuttle's expertise will also benefit SPYR by way of his input with respect to identifying and evaluating potential new business opportunities.

Mark McGarrity, CIO of SPYR, Inc. states, "We conducted a nationwide search to find the right person for such an important position and we believe that we have found that person in Adam Tuttle. His wealth of knowledge and experience in the advertising world should prove very valuable to SPYR as we continue to build the company and increase revenue through each of our divisions. We are excited to welcome Mr. Tuttle to the team and look forward to continuing to build SPYR together."

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 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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