

July 10, 2015



SPYR Adds Digital Media Specialist to Drive Advertising Sales

NEW YORK, NY -- (Marketwired) -- 07/10/15 -- SPYR, Inc.(OTCQB: SPYR) has stepped up its efforts to become a solid player in the digital publishing and advertising space with its recent appointment of Adam Tuttle as its Managing Director of Media. Tuttle brings a wealth of experience to SPYR with almost 20 years as a specialist in digital media and advertising technologies. SPYR currently has a portfolio of 9 ad-driven websites that are performing very well when it comes to driving traffic to its sites. Adding Adam Tuttle to the mix makes perfect sense when it comes to increasing the advertising revenue those sites can bring to the company.

While many may know SPYR as a publisher of mobile games after the company's successful launch of Plucky and Plucky Rush into both the Apple App Store and the Google Play Store, the company has also built a successful digital publishing and advertising network that can realize explosive revenues for the company as well. SPYR's nine ad-supported websites including CelebrityHQ, Crumb, Guilty Travel, Flawless, Entrée, Nutristic, Grubbr, The Parenting Pad, and Gladiators should benefit from the addition of Adam Tuttle.

Tuttle's expertise mixed with that of Mark McGarrity, the Chief Information Officer at SPYR, combined with the great traffic data the company's network of websites is producing, make for a very potent team to grow ad sales and ad revenue for the network. So let's dig into why this marriage can be successful.

Adam Tuttle 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, he created some of the web's first contextual ad campaigns and techniques and supported Amazon.com's business directives after Amazon acquired Alexa.

SPYR expects that Tuttle will be instrumental in continuing to build and grow the company's digital publishing brands and drive more revenue through new and existing ad provider relationships. His expertise will also benefit SPYR by way of his input with respect to identifying and evaluating potential new business opportunities.

SPYR announced back on May 27th that all nine of its websites were ranked in the top 1% of all visited websites worldwide, and then on June 16th, we learned that Quantcast, another website-traffic measuring company, said SPYR's entire network of websites ranked 237th in the United States in terms of total traffic.

James Brumley, a writer for Small Cap Network, was able to take the specific Quantcast data available at the time and (very) roughly translate that into a reasonable revenue assumption regarding SPYR's ad-driven sites. In his article, he wrote:

“...more than 8 million people visited at least one of the company's sites last month, and between the nine sites, Franklin accumulated a total of 32.6 million page views. For perspective, the average payout per 1000 impressions -- the number of times an ad is seen on a web page -- falls between \$1.00 and \$1.50. The figure goes up dramatically when a user actually clicks on an ad, but let's think conservatively here and only count impressions. Assuming a merely average return on ad impressions, Franklin Networks may have generated around \$40,000 in ad revenue last month just for its websites.”

So given the fact that SPYR clearly knows how to attract people to a website, Tuttle should be the key to monetizing the company's network even further driving that rough number Brumley arrived at even higher. After all, adding Adam Tuttle to the team speaks volumes about SPYR's goals to drive revenue with its network, and his impressive resume should tell investors where SPYR is headed into the future.

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SEC RULE 17b

COMPENSATION DISCLOSURE

Section 17(b) of the 1933 Securities and Exchange Act requires publishers who distribute information about publicly traded securities for compensation, to disclose who paid them, the amount, and the type of payment. In order to be in full compliance with the Securities Act of 1933, Section 17(b), we are disclosing that we entered into a contract with SPYR for one year on February 1, 2015. We agreed to publish articles, news, updates, alerts and information about SPYR, subject to SPYR's written confirmation of factual content, and the separate confirmation of factual content by SPYR's Legal Counsel for Securities and Regulatory Compliance. In exchange for our services, SPYR agreed to compensate us with a monthly fee of \$5,000.00. Additionally, SPYR agreed to issue to us 250,000 shares of SPYR's Restricted Common Stock. Our rights to sell any of this Restricted Common Stock are subject to prior compliance with all U.S. Securities Laws, including but not limited to Rule 144. Further, our sale of any of the Restricted Common Stock is subject to a volume restriction providing that we may only sell 5,000 shares daily for every 250,000 shares of daily trading volume.

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Source: SPYR, Inc.