

March 10, 2016



SPYR Launches Mobile Game, Retro Shot, Worldwide

Retro Shot 1 of 15 Games Featured in Google Play's New Indie Corner

DENVER, March 10, 2016 /PRNewswire/ -- SPYR, INC. (OTCQB: SPYR), a holding company with wholly owned subsidiaries in the mobile game and app development & publishing industry as well as the restaurant industry, today announced the Worldwide launch of Retro Shot, a mobile game published by its wholly owned subsidiary, SPYR APPS, LLC, in collaboration with the game's developer, SuperPlus Games.

Retro Shot is a retro-style arcade game that is fully equipped with neon lights, an original 80's synthwave soundtrack, free-to-play game mechanics and monetization. It was successfully launched in both the Google Play Store and the Apple App Store on February 25, 2016. The game trailer can be viewed here: <https://www.youtube.com/watch?v=7GN7ubxHcTU>, and Retro Shot can be downloaded for free at the following links:

<https://play.google.com/store/apps/details?id=com.superplusgames.retroshot>

<https://itunes.apple.com/us/app/retro-shot-80s-arcade-puzzle/id1026926977>

A testament to Retro Shot's unique features and addictive game play is that it is one of just 15 games lucky enough to be featured in the Google Play Store's new "Indie Corner" (#PlayIndie). Google Play created the Indie Corner feature in order to provide a place where select independent mobile games could be featured and discovered by a wider audience. Retro Shot was chosen by Google Play from hundreds of games to be featured in the Indie Corner.

Since its worldwide launch, Retro Shot has registered more than 50,000 installs between Android and Apple devices, and the game has charted in various categories, in different countries, including reaching #3 in Puzzle Games and #8 in Arcade Games in Finland in the Apple store. Retro Shot has also garnered a great deal of attention and positive press around the world, with articles about its release being put out by publications such as Touch Arcade, Social Times, Pocket Gamer and Arctic Startup.

Retro Shot's 80's inspired synth soundtrack can be separately downloaded at Spotify: <http://spoti.fi/21jRNce>.

Paul Thind, SPYR's Director of Mobile Games and Applications states: "We are very excited that Retro Shot has been launched worldwide. We are also very proud of the fact that Google Play chose to feature Retro Shot in its new Indie Corner, which should result in increased visibility, downloads, and ultimately, revenue. To get featured in the Google Play Store for our first co-published game is really great for us. "

"While it's still early, initial feedback has been globally positive and we will continue to iterate and add features to the new builds," Thind added. "We are satisfied that Retro Shot has established the high quality, aesthetics and foundation of SPYR APPS and we will be bringing several great games to market to follow."

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>.

Investor Relations Contact:

Marlin Molinaro

Marmel Communications, LLC

(702) 434-8692

mmolinarofc@aol.com

To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/spyr-launches-mobile-game-retro-shot-worldwide-300233777.html>

SOURCE SPYR, INC.