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SPYR's ARPPU for Pocket Starships Exceeds Industry Averages

DENVER, June 21, 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 most recently published game, Pocket Starships (www.pocketstarships.com), is currently performing above industry averages with respect to its Average Revenue Per Paying User (ARPPU).

ARPPU is one of several standard metrics used in the mobile games industry to measure success, and is particularly informative when analyzing the success of free-to-play games like Pocket Starships. It measures the Average Revenue Per Paying User per day, so it reflects only the number of players who actually pay for items or "power-ups" within the game to calculate the average daily revenue generated.

According to gameanalytics.com, the ARPPUs of mobile games in early 2016 have ranged from \$4.30 for games in the Word genre up to \$19.50 for Role Playing Games. Games in the Action and Strategy genres had ARPPUs of \$14.60 and \$14.70, respectively, for the first month or so of 2016. (<http://www.howtomakemobilegames.com/post/gameanalytics-what-are-the-highest-performing-game-genres-in-2016-7928862>). Pocket Starships is a game that falls into the Action, Strategy and Role Playing genres.

From January 2016 through the first two weeks of June 2016, Pocket Starships has a mean ARPPU of \$18.63, exceeding the ARPPUs of other Action and Strategy games by approximately \$4.00. For the first two weeks of June, Pocket Starships has posted a mean ARPPU of \$22.39, exceeding even the industry average for Role Playing Games by almost \$3.00. SPYR and the developers of Pocket Starships attribute the increase in the ARPPU in June, at least in part, to the minor update that was released at the beginning of May.

Paul Thind, SPYR's Managing Director of Games and Apps states: "We are very happy with the metrics Pocket Starships is currently showing. The fact that we have a daily ARPPU for the first two weeks of June of more than twenty-two dollars is very exciting and we can only expect that those metrics will increase after our large content update is released in the fall of this year."

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>.

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