

June 27, 2016



## **SPYR's Average Revenue Per Daily Active User for Pocket Starships Outperforming Industry Averages**

DENVER, June 27, 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](http://www.pocketstarships.com)), is currently performing well above industry averages with respect to its Average Revenue Per Daily Active User (ARPDau).

ARPDau, like ARPPU, which was addressed in a prior release, 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 Daily Active User, meaning that it is calculating the average revenue generated each day per active user, whether or not those users are paying for anything within the game.

According to gameanalytics.com, the ARPDaus of mobile games in early 2016 have ranged from \$0.008 for games in the Card genre up to \$0.09 for Sports Games. Games in the Action, Strategy and Role Playing genres, all of which Pocket Starships could be classified under, had ARPDaus of \$0.075, \$0.047, and \$0.087 respectively during early 2016. (<http://www.howtomakemobilegames.com/post/gameanalytics-what-are-the-highest-performing-game-genres-in-2016-7928862>).

In 2016, Pocket Starships has continuously exceeded these averages by a large margin. Pocket Starships' ARPDau was \$0.15 for January 2016, \$0.18 for February 2016, \$0.16 for March 2016, \$0.33 for April 2016 (though data appears to show an anomaly in this month), \$0.21 for May 2016 and \$0.22 for the first two weeks of June 2016.

Even discounting the anomalous month of April, Pocket Starships more than doubled industry averages for Action, Strategy and Role Playing games in February, May and the first two weeks of June with numbers for January and March still well above industry average. Increases in May and June likely reflect an increase from the minor update that was released in early 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 ARPDaus for each month of 2016 that exceed industry standards by such a large margin is very exciting. While we're working with a relatively small sample size of approximately 30,000 active monthly users at this point, we believe that these numbers reflect the strong revenue generating potential of Pocket Starships."

## 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>, as well as SPYR's website located at <http://www.spyr.com>, and SPYR's community channel on Twitter located at <https://twitter.com/spyrinc>.

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