

February 14, 2017



Facebook's Almost 2 Billion Active Users Offers SPYR Huge Opportunity to Grow Pocket Starships' User Base

NEW YORK, NY -- (Marketwired) -- 02/14/17 -- SPYR, Inc.'s (OTCQB: SPYR) Pocket Starships recently became part of the first group of games available on Facebook's new Gameroom platform. Gameroom is a downloadable Windows desktop gaming platform that allows users to play web, ported mobile and native Gameroom games in a dedicated PC app (www.facebook.com/gameroom). SPYR's flagship game, Pocket Starships, a real-time, cross-platform space-themed MMO game, should benefit greatly from being available in Facebook's Gameroom because of the access it gives to Facebook's large user base.

According to Facebook, its website has about 1.8 billion monthly active users worldwide as of November 2016, and the premiere social network expects to expand its monthly active users to more than 2 billion sometime this year. Gameroom will be available and marketed to that vast user base.

Facebook says 1.18 billion people log onto its website every single day, so it's clear that there are a large number of Facebook users who are active and who consistently visit the website. Facebook also has 1.66 billion active users who access the website on their mobile devices. And, if you think Facebook is slowing down with the addition of all those other social media platforms that continue to pop up, guess again. CNBC reported that at 1.79 billion monthly active users, Facebook has more monthly active users than WhatsApp (500 million), Twitter (284 million) and Instagram (200 million) -- combined. This makes Facebook users a promising audience for any company's marketing efforts.

What this means for SPYR is a huge opportunity to reach lots of eyeballs and a chance for Pocket Starships to grow just as Facebook's Gameroom grows. SPYR can benefit from what should be a lot of free advertising by Facebook to drive its users to download the Gameroom platform. SPYR itself can also create sponsored advertising on Facebook directing Facebook's users to find and play Pocket Starships on the platform. Gamers will also receive game suggestions based on the games that they play, so SPYR could benefit from having users who play games that are similar to Pocket Starships receiving a recommendation for the game in their personalized recommendation list.

On the other hand, what this means for gamers is that the Gameroom platform links to users' Facebook accounts, which will allow for the integration of Facebook's social features with the games that users play without the distraction of being in Facebook's "news feed."

The fact that Facebook's Gameroom is a separate app means that players can save time by creating desktop shortcuts to their favorite games rather than clicking through the website. Gameroom will offer players the convenience of accessing the games they already play on

the social media site and also allow them to browse menus of other games.

Mike Turner, SPYR's Vice President of Strategic Partnerships states: "The inclusion of Pocket Starships, as one of the early games offered in the new Facebook Gameroom, gives the title exposure to hardcore PC gamers, which is an extremely desirable audience for us. Quality users of Pocket Starships play on all types of devices and this is a great platform for users to play with their Facebook friends no matter what device they are on."

Because Pocket Starships is one of the only true cross-platform, real time games of its kind on the market, it offers gamers on both PC and Mobile devices the opportunity to play against other gamers simultaneously. With this in mind, Turner added that players can play Pocket Starships on their mobile devices while on the move or they can sit down at their PC for a longer session, so he says, "Facebook Gameroom is an invaluable marketing platform for Pocket Starships."

Pocket Starships is available to gamers on a wide range of platforms and devices, including iOS, Android, tablets, PCs, Macs, Kindles, Amazon and Facebook. So, having Facebook advertise its Gameroom platform and even SPYR sponsoring advertisements on Facebook, gamers on all devices should grow familiar with Pocket Starships.

About Stock Market Media Group

Stock Market Media Group is a Content Development IR firm offering a platform for corporate stories to unfold in the media with research reports, corporate videos, CEO interviews and feature news articles.

Stock Market Media Group is an exclusive publisher for news, updates, alerts and information on SPYR, Inc. ["SPYR"]. Our publications about SPYR are based solely upon SPYR's authorized press releases, and SPYR's legal disclosures made in SPYR's filings with the U.S. Securities and Exchange Commission. Before we publish any SPYR related content, our articles undergo compliance reviews and factual verifications, including written confirmation of the facts we publish from SPYR, and separately from SPYR's Legal Counsel for Securities and Regulatory compliance, Mailander Law Office, Inc.

Separate from the confirmed factual content of our articles about SPYR, we may from time to time include our own opinions about SPYR, its business, markets and opportunities. Any opinions we may offer about SPYR are solely our own, and are made in reliance upon our rights under the First Amendment to the U.S. Constitution, and are provided solely for the general opinionated discussion of our readers. Our opinions should not be considered to be complete, precise, accurate, or current investment advice, or construed or interpreted as research. Any investment decisions you may make concerning SPYR or any other securities are solely your responsibility based on your own due diligence. Our publications about SPYR are provided only as an informational aid, and as a starting point for doing additional independent research. We encourage you to invest carefully and read the investor information available at the web site of the U.S. Securities and Exchange Commission at: www.sec.gov, where you can also find all of SPYR's filings and disclosures. We also recommend, as a general rule, that before investing in any securities you consult with a professional financial planner or advisor, and you should conduct a complete and independent investigation before investing in any security after prudent consideration of all pertinent risks.

We are not a registered broker, dealer, analyst, or adviser. We hold no investment licenses and may not sell, offer to sell or offer to buy any security. Our publications about SPYR are not a recommendation to buy or sell a security.

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.

For more information: www.stockmarketmediagroup.com.

Contact:

Stock Market Media Group

info@stockmarketmediagroup.com

Source: SPYR, Inc.