Versus Systems Announces Partnership with European Games Developer and Publisher BTC Studios

written by Raj Shah | November 16, 2020

November 16, 2020 (Source) – Versus Systems Inc. (CSE: VS) (OTCQB: VRSSF) (FSE: BMVA) ("Versus") today announced a partnership with BTC Studios (WSE: BTC) ("BTC"), a European games developer and publisher focused on family-friendly mobile games, to bring Versus' proprietary in-app rewards technology to BTC's free-to-play and family-friendly puzzle game, "**Taffy: Feed The Kitty**".

"**Taffy: Feed The Kitty**" is based on Cyber Group Studios' slapstick animated comedy series "Taffy" which airs on WarnerMedia's Boomerang International. The game launched globally on October 20, 2020.[1]

Rewards offerings are planned to start in the US and Canada in Q1 2021 with additional countries to follow in Q2 and Q3 2021. BTC Studios will use Versus' patented rewards and engagement engine to deliver results in MAU/DAU retention. In this partnership, BTC Studios is looking to use the Versus Systems solution to diversify gameplay with new features that allow players to play the game for sponsored prizes.

BTC Studios will be evaluating the potential to use the Versus Systems solution for future marketing initiatives beyond **"Taffy: Feed The Kitty"** – to gain access to a broad roster of Versus' advertising partners across food, health and beauty, apparel, consumer electronics, and entertainment categories.

About Versus Systems Inc.

Versus Systems has developed a proprietary in-game prizing and promotions engine that allows game publishers and developers to offer in-game and in-app prizing across mobile, console, PC games, and streaming media. Brands pay to place products in-game and gamers compete for those prizes. For more information, please visit www.versussystems.com or visit the official Versus Systems YouTube channel.

For Versus Systems, contact:
Cody Slach, Sean McGowan
Gateway Investor Relations
+1 949-574-3860
VS@gatewayir.com
or
press@versussystems.com

About BTC Studios

BTC Studios PLC (formerly Blockchain Lab S.A.) is a Warsaw-based, publicly listed company that develops family-friendly and educational video games based on popular IPs, for mobile devices, PCs & game consoles. With a multinational team of experienced gamedev and digital entertainment professionals, the company's focus is on cooperating and building synergies with studios that have strong IP brands, to launch innovative global projects in the gaming field that add value to their partners' IPs. BTC Studios is also developing a unique distribution-exchange platform, which would enable the trading of assets between already existing games as well as between their players.

For BTC Studios, contact:
Marta Kaktina
BTC Studios, Partner Relationship Manager
+371 26 555 990

marta@btc-studios.com

On behalf of the Board of Directors,

Matthew Pierce
Chief Executive Officer

Disclaimer for Forward-Looking Information

This news release contains certain forward-looking information and forward-looking statements within the meaning of the applicable Canadian securities legislation. All statements, other than statements of historical fact, are forward looking statements and are based on expectations, estimates and projections as at the date of this news release. Any statement that involves discussions with respect to predictions, expectations, beliefs, plans, projections, objectives, assumptions, future events or performance (often but not always using phrases such as "expects", or "does not expect", "is expected", "anticipates" or "does not anticipate", "plans", "budget", "scheduled", "forecasts", "estimates", "believes" or "intends" or variations of such words and phrases or stating that certain actions, events or results "may" or "could", "would", "might" or "will" be taken to occur or be achieved) are not statements of historical fact and may be forward looking statements. These forward-looking statements are based on reasonable assumptions and estimates of management of the Company at the time such statements were made. Actual future results may differ materially as forward-looking statements involve known and unknown risks, uncertainties and other factors which may cause the actual results, performance or achievements of the Company to materially differ from any future results, performance or achievements expressed or implied by such forward-looking statements. Although the forward-looking statements contained in this news release are based upon what

management of the Company believes, or believed at the time, to be reasonable assumptions, the Company cannot assure shareholders that actual results will be consistent with such forward-looking statements, as there may be other factors that cause results not to be as anticipated, estimated or intended. Accordingly, readers should not place undue reliance on forward-looking statements and information. There can be no assurance that forward-looking information, or the material factors or assumptions used to develop such forward-looking information, will prove to be accurate. The Company does not undertake any obligations to release publicly any revisions for updating any voluntary forward-looking statements, except as required by applicable law.

The Canadian Securities Exchange does not accept responsibility for the adequacy or accuracy of this press release.

---

[1] https://www.cybergroupstudios.com/cyber-group-studios-news-video-production-company/item/taffy-the-international-blockbuster-cartoon-heads-to-mobiles-and-tablets-games-as-taffy-feed-the-kitty/