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Versus Systems, Inc. Files Patent Claims for Competitive Gaming and In-Game Advertising Technology

New Prizing and Promotion Technologies Bring High-Stakes Competitive Gaming Home for Consumers, Developers, and Major Brands

VANCOUVER, BRITISH COLUMBIA -- (Marketwired) -- 11/28/16 -- Versus Systems, Inc. ***(CSE:VS)(CSE:VS.CN)(FRANKFURT:BMVA)(OTCQB:VRSSF)*** has filed multiple patent claims with the USPTO to expand upon their existing portfolio of prizing, promotion, and financial technologies that enable brands to reach the rapidly growing competitive gaming audience of players, spectators, and broadcasters.

The Versus patent claims, extending and expanding on claims filed in the US in 2014, and internationally through the Patent Cooperation Treaty in 2015, describe a system that seeks to match competitive game players and spectators with prizing from their favorite brands through a unique Conditional Prize Matching system. This proprietary system allows advertisers and brands, as well as video game developers and publishers to provide prizing to players and spectators for their in-game or in-app skills and behaviors wherever they play.

To learn more about Versus Systems, please view their video onYouTube.

Matthew Pierce, CEO of Versus Systems says, "The current explosion in gaming - from casters to spectators to eSports competitors - shows us that everyone loves games that involve real stakes. Players want to play for prizes. Spectators want to watch matches that matter. There are over 1.5 billion of these players and spectators that until Versus, brands have been unable to reach. This audience has extraordinary purchasing power with income levels 40% higher than the average U.S. household, an average age of 35, and a 41% female demographic. Versus solutions allow brands to interact with this $100B audience in a powerful way - by rewarding their gaming skill with downloadable content, real money, and physical goods."

The key to the Versus solution is a system that identifies player characteristics, including age, location, and in-game behaviors and achievements - and matches those characteristics to digital, as well as real-world prizes that the players want. "The Versus solution is an in-game or in-world prize distribution network - a network that makes it possible for players and spectators to play games they love for real stakes. Versus allows game developers and brands to offer both real-world and digital prizes to players who love their games, making those games more engaging," said John O'Connell, Versus Head of Business Development. "What player doesn't want their in-game dominance to be rewarded with the latest gear, apparel, and more? That's what Versus is all about."

Versus Systems is currently working with a number of prize providers and is integrating their

proprietary software platform into select games that will be in market in early 2017.

To learn more about Versus, see the website atwww.versussystems.com, or watch their recent video on YouTube.

Reader Advisory

Certain statements in this release are forward-looking statements, which include regulatory approvals, development of technology, timing of completion of technology and other matters. Forward-looking statements consist of statements that are not purely historical, including any statements regarding beliefs, plans, expectations or intentions regarding the future. Such information can generally be identified by the use of forwarding looking wording such as "may", "expect", "estimate", "anticipate", "intend", "believe" and "continue" or the negative thereof or similar variations. Readers are cautioned not to place undue reliance on forward-looking statements, as there can be no assurance that the plans, intentions or expectations upon which they are based will occur. By their nature, forward-looking statements involve numerous assumptions, known and unknown risks and uncertainties, both general and specific, that contribute to the possibility that the predictions, estimates, forecasts, projections and other forward looking statements will not occur. Forward-looking statements contained in this press release are expressly qualified by this cautionary statement. Forward-looking information is based on certain key expectations and assumptions made by the management of the Company including the development of its technology, including the effectiveness of the technology. Although the Company believes that the expectations and assumptions on which such forward-looking information is based are reasonable, undue reliance should not be placed on the forward-looking information because the Company can give no assurance that they will prove to be correct. There can be no assurance that such statements will prove to be accurate and actual results and future events could differ materially from those anticipated in such statements. Important factors that could cause actual results to differ materially from the Company's expectations include consumer sentiment towards the Company's technology, technology failures, competition, and failure of counterparties to perform their contractual obligations and other risks detailed from time to time in the filings made by the Company in securities filings.

The forward-looking statements contained in this press release are made as of the date of this press release. Except as required by law, the Company disclaims any intention and assumes no obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise. Additionally, the Company undertakes no obligation to comment on the expectations of, or statements made by, third parties in respect of the matters discussed above.

The Canadian Securities Exchange has not reviewed, nor approved the content of the contents of this news release.

Versus Systems Inc.
Liz Pieri
liz@pieripr.com
626-818-7580
Versus Systems Inc.
Brandon Boddy
info@versussystems.com

604-787-1432

Source: Versus Systems Inc.