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Versus Systems, Inc. Appoints Avril Millar to Advisory Board

In-Game Prizing, Advertising and Promotions Engine Recruits Meaningful European Presence

VANCOUVER, BRITISH COLUMBIA -- (Marketwired) -- 03/14/17 -- Versus Systems, Inc. (the "***Company***" or "***Versus***") (CSE:VS)(CSE:VS.CN)(OTCQB:VRSSF) (FRANKFURT:BMVA) today brings on Avril Millar, author, director, and strategic advisor, to the Versus Systems advisory board. In her role as advisor to the Versus board of directors, Ms. Millar will consult on overall business strategy - in particular the advancement of Versus Systems into the European markets, and the development of prizing, advertising and promotions platforms.

"We are fortunate to be able to work with Avril Millar," said Matthew Pierce, CEO of Versus Systems. "Her work at FxPro alone, independent of her strategic expertise, her book 'The Kama Sutra of Work', and her contacts throughout Europe, make her a fantastic addition to the team."

"Interactive media continues to evolve and expand with virtual reality and augmented reality creating more ways to play, inviting more consumers into the fold," says Ms. Millar. "Versus has a unique approach to marketing to this audience with an engine that drives players, spectators, and streamers to new levels of engagement with brands. This engine has massive potential."

Avril Millar is a non-executive director of FxPro, PassFort and The Security Circle, and advises Kepler Partners and many others. A civil engineer by training, having then built her own Wealth Management business from the mid 80s over 20 years, she has spent the last decade since its sale entirely sector neutral, leveraging her extensive business knowledge, personal contacts and strategic vision to support her client companies and their Executive teams through step changes to sustainable success. She is also the author of The Kama Sutra of Work and the mother of an Olympian.

Versus Systems, Inc. has developed a proprietary in-game prizing and promotions engine featuring conditional prizing and dynamic regulatory compliance. Versus Systems allows game developers and publishers to provide players and spectators with a steady stream of fresh content in the form of prizes that players can select before they compete in-game. Prizes including gear, apparel, concert tickets, energy drinks, DLC, and cash - all from brands gamers care about like Rockstar, Han Cholo, Tier 1 Games and others. Versus wants every gamer at home to feel like an eSports phenomenon playing for real stakes and real prizes. See how Versus works here: https://youtu.be/a37iab8qGbY.

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.

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