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# Versus Systems, Inc. Partners with GameCake, bringing the Winfinite Prizing Engine to Connected TV Gaming

**GameCake – a Comcast Ventures portfolio company and makers of App Store favorite Emoji Charades – to bring Versus prizing to upcoming games**

VANCOUVER, British Columbia, July 27, 2018 (GLOBE NEWSWIRE) -- **Versus Systems, Inc. (“Versus”)** (CSE:VS) (OTCQB:VRSSF) (FRANKFURT:BMVA) announces today that it has entered into partnership with GameCake, a Los Angeles-based game developer and Comcast portfolio company. GameCake brings friends and families together with games for the devices they already own: streaming media players, Smart TVs, and smart cable boxes. The studio’s first title, Emoji Charades, has already garnered multiple “Game of the Day” placements on the App Store worldwide. GameCake will integrate Versus’ Winfinite platform with Emoji Charades to bring real-world prizing into millions of homes.

Emoji Charades puts one player in the hot seat, using their phone to describe trivia to players around them using nothing but emoji. Everyone else uses their collective brainpower to guess the phrase as fast as they can. Emoji Charades is available now for iOS and Apple TV.

“GameCake is a Comcast portfolio company with a strong vision that ties together mobile and Connected TVs,” said Matthew Pierce, CEO of Versus Systems. “GameCake makes delightful party games that families and friends can play together. We look forward to adding Winfinite to Emoji Charades and the rest of their portfolio to make games even more fun with the introduction of real-world prizes.”

“We’re thrilled to integrate the Winfinite platform into Emoji Charades and beyond,” said Eshan Mathur, CEO of GameCake. “Versus has built a great path for players to earn rewards and prizes by playing the games they love in new ways. We’re always looking for novel approaches to bring joy to our players - this is the exciting next step in that journey.”

## **About GameCake**

GameCake is the world’s first Connected TV gaming company, building inspired original content powered by cutting edge proprietary technology. The company brings family and friends together in the living room through thrilling, world-class games designed natively for the screens that live there. For more information, see [the website](#) or send a message to [outreach@gamecakestudios.com](mailto:outreach@gamecakestudios.com).

## **About Versus Systems**

Versus Systems, Inc. has developed WINFINITE - a proprietary in-game prizing and promotions engine that allows game publishers and developers to offer in-game prizing across various platforms including mobile, console, PC games, and streaming media.

Brands pay to place products in-game via WINFINITE, and gamers compete for those prizes. For more information, please visit [www.versussystems.com](http://www.versussystems.com).

For more information on Versus Systems' new platform, WINFINITE, visit [www.versussystems.com](http://www.versussystems.com) or visit Versus Systems official [YouTube channel](#).

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