November 16, 2020

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

Los Angeles, California--(Newsfile Corp. - November 16, 2020) - 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**.

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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.

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On behalf of the Board of Directors,

Matthew Pierce
Chief Executive Officer

Disclaimer for Forward-Looking Information

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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/



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