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Versus Systems Partners with Branded Entertainment Agency ENT Marketing for New Client Activations

LOS ANGELES, May 02, 2022 (GLOBE NEWSWIRE) -- Versus Systems Inc. (“Versus” or the “Company”) (Nasdaq: VS) today announced that the Company has entered into a Master Service Agreement with branded entertainment agency ENT Marketing Inc. to support new client activations that employ the Versus XEO platform for fan engagement and rewards.

The first client collaboration between Versus and ENT Marketing was a recent marketing promotion for a popular fast-casual chicken restaurant chain. Versus powered the customized promotion’s fan engagement and prizing based on the XEO platform’s popular basketball game Swish.

This engagement represents the first use of Versus’ XEO platform in a quick-service restaurant (QSR) activation, opening a new vertical for the Company’s leading-edge audience engagement technology. This activation of the XEO product, a fan engagement platform already popular with a wide range of sports teams and leagues, demonstrates the traction of XEO in a new sports-adjacent vertical with tremendous potential for future growth. Versus intends to continue its successful partnership with ENT Marketing and bring the XEO platform to other ENT clients.

“We are thrilled to partner with ENT Marketing for new client activations based upon our XEO platform’s engagement and prizing capabilities,” said Matthew Pierce, Founder and CEO of Versus Systems. “We are extremely pleased with the results of this initial collaboration with ENT Marketing – this marketing promotion was a fun and engaging way for customers to win prizes from their favorite fast-casual chicken restaurant. We look forward to working with ENT in the future to bring the power of XEO to their clients’ marketing campaigns, and to additional QSRs as well.”

Libby Biason, Founder and Principal of ENT Marketing, said: “We were excited to work with Versus Systems on this dynamic and innovative marketing promotion for our QSR client. The XEO platform was a superb fit with this client’s marketing promotion in order to achieve their client’s fan engagement and rewards objectives. We look forward to continuing our relationship with Versus and deploying the XEO platform for our clients’ marketing promotions and entertainment platforms in the future.”

About Versus Systems

Versus Systems Inc. is an engagement and rewards company that makes live events, games, shows, and apps more fun to watch and play. Versus adds interactive games, polling, trivia, predictive elements, and other win conditions to existing entertainment - whether in-venue or online - making the content more contextual, personal, and rewarding. Versus works with world class sports teams, leagues, venues, entertainment companies, and other content creators to make engaging, rewarding experiences for fans all over the

world. For more information, please visit **www.versussystems.com** or visit the official Versus Systems **YouTube channel**.

About ENT Marketing

Founded in 2011, ENT Marketing is a one-of-a-kind full service branded entertainment agency that creates meaningful consumer engagements and brand loyalty for some of the world's most well-known companies. The agency is known for its innovative programs, integrated channel approach, and creation of owned entertainment properties that build trust for the brand. ENT's current client list includes Coca-Cola, Wendy's, YouTube Music, and Visa. ENT Marketing has won a Cannes Lion. For more information, please visit www.entmarketing.com.

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Source: Versus Systems Inc.