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# Versus Systems Partners with Experiential Marketing Agency Red Moon Marketing for New Client Activations

LOS ANGELES, May 12, 2022 (GLOBE NEWSWIRE) -- Versus Systems Inc. (“Versus” or the “Company”) (Nasdaq: VS) today announced that the Company has entered into a strategic partnership with marketing agency Red Moon Marketing to support new client activations built around the Versus XEO platform.

The Company will be working with Red Moon to support their portfolio of clients, which include consumer packaged goods, retailers, and spirits, by enabling interactive fan engagement and rewards with Versus’ XEO Platform, a second screen gamified rewards platform currently leveraged by professional sports teams in the NFL, NHL, MLS, NBA and more. Versus’ technology will bolster Red Moon’s best in class digital and experiential capabilities and allow them to create unique engagement experiences for clients, customers and fans alike whether they are in-stadiums, at retail locations, or on the go.

“We are excited to partner with Red Moon Marketing for new client activations using our XEO Engagement Platform,” said Matthew Pierce, Founder and CEO of Versus Systems. “We are thrilled to be able to provide an innovative form of fan engagement and interactivity to their clients and enable them to provide prizes and rewards to their customers and fans. We look forward to working with Red Moon in the future to bring the power of XEO to their clients’ marketing campaigns and activations.”

“Red Moon is excited to partner with Versus Systems to create unique technology for our customers. They’ve demonstrated best-in-class products that merge seamlessly into our events and digital marketing business,” said Gregg Boyer, Director of Digital Marketing at Red Moon Marketing. “Versus’ technology will bolster Red Moon’s best-in-class digital and experiential capabilities and allow them to create unique engagement experiences for clients, customers and fans alike whether they are in-stadiums, at retail locations, or on the go.”

**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 Red Moon Marketing**

Red Moon Marketing is a full-service marketing agency building brands with both traditional and non-traditional methods on a local, regional, and national level. Red Moon approaches every opportunity by asking the question "What can we do to add more value?" The client's best interests are always top of mind and in this world of diminishing budgets and continued pressure for increased performance, Red Moon is at the top of the game in adding more value. Founded and headquartered in Charlotte, NC in 2002, Red Moon's clients include Harris Teeter, Jack Daniel's Tennessee Whiskey, Cub Cadet, and Huber to name a few. More information on Red Moon Marketing can be found at www.redmoonmkt.com.

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Source: Versus Systems Inc.