July 22, 2022

Versus Systems Signs First Television Contract for New Team-Focused TV Channel

Versus to Enter a New, Critical Vertical, Launching Over-The-Top TV Products in Q4

LOS ANGELES, July 22, 2022 (GLOBE NEWSWIRE) -- Versus Systems Inc. (“Versus” or the “Company”) (NASDAQ: VS) today announced that it has signed its first contract in the Over-the-Top (“OTT”) streaming media and TV vertical - a significant milestone in the company’s history and a cornerstone in the company’s growth plan. Versus plans to bring its reward-based fan engagement technology to an OTT sports team-focused TV channel that is expected to launch in the fourth quarter of 2022.

This announcement marks Versus first long-term foray into television and streaming media. The multi-year agreement includes adding interactive and second-screen elements to shows and content connected to a new OTT channel that will launch in Q4 2022. More information will be available as the channel begins their official promotional push in the fall.

“Television is the future of Versus Systems. Over the next two years, beginning with this OTT partnership that will launch in Q4, we’re going to bring our patented fan engagement software to the multi-hundred billion dollar AVOD and SVOD television verticals. Sponsorships and advertising on streaming media is going to be more personalized, more contextual, and more rewarding than traditional linear broadcast TV ads could ever be” said Matthew Pierce, Founder and CEO of Versus Systems. “From Netflix’s recent partnership with Microsoft, from Disney’s upcoming AVOD service, to the Warner Bros-Discovery merger, and to the recent partnership between YouTube and Shopify - it’s clear that content creators and distributors are eager to find new ways to create innovative, rewarding connections between audiences, brands, and the content that they love. That’s where Versus is going to succeed. We’re bringing our best-in-class in-venue fan engagement platform to fans at home.”

About Versus Systems

Versus Systems Inc. is an engagement and rewards company that makes all content, from live events, to games, shows, and apps more fun to watch and play. Versus adds interactive elements: polling, trivia, predictive, and casual games, 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**.

Disclaimer for Forward-Looking Information

This news release contains certain forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. All statements, other than statements of historical fact, are forward looking statements and are based on expectations, estimates and projections as at the date of this news release. Any statement that involves discussions with respect to predictions, expectations, beliefs, plans, projections, objectives, assumptions, future events or performance (often but not always using phrases such as "expects", or "does not expect", "is expected", "anticipates" or "does not anticipate", "plans", "budget", "scheduled", "forecasts", "estimates", "believes" or "intends" or variations of such words and phrases or stating that certain actions, events or results "may" or "could", "would", "might" or "will" be taken to occur or be achieved) are not statements of historical fact and may be forward looking statements. These forward-looking statements are based on reasonable assumptions and estimates of management of the Company at the time such statements were made. Actual future results may differ materially as forward-looking statements involve known and unknown risks, uncertainties and other factors which may cause the actual results, performance or achievements of the Company to materially differ from any future results, performance or achievements expressed or implied by such forward-looking statements. Although the forward-looking statements contained in this news release are based upon what management of the Company believes, or believed at the time, to be reasonable assumptions, the Company cannot assure shareholders that actual results will be consistent with such forward-looking statements, as there may be other factors that cause results not to be as anticipated, estimated or intended. Accordingly, readers should not place undue reliance on forward-looking statements and information. There can be no assurance that forward-looking information, or the material factors or assumptions used to develop such forward-looking information, will prove to be accurate. The Company does not undertake any obligations to release publicly any revisions for updating any voluntary forward-looking statements, except as required by applicable law.

Investor Contact:
Cody Slach and Sophie Pearson
Gateway Investor Relations
949-574-3860
IR@versussystems.com
or
press@versussystems.com

Source: Versus Systems Inc.