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Versus Systems Announces Zaxby's PLAYMUSICCITYGP.COM Program with Digital Marketing Agency Innovative New Media

LOS ANGELES, July 28, 2022 (GLOBE NEWSWIRE) -- Versus Systems Inc. ("Versus" or the "Company") (NASDAQ: VS) continues to grow their experiential advertising platform through their relationship with Innovative New Media, supporting brands and sponsors at major events around the world. Today, Versus announces that they have launched the Zaxby's PLAYMUSICITYGP.COM promotion to support Zaxby's sponsorship of the Music City Grand Prix IndyCar Race.

Versus has partnered with Innovative Group's newly formedInnovative New Media, which is working with Zaxby's and with Music City GP teams. Versus' XEO platform combines with Innovative's *OmniXP* program to enable 70 unique fans to win prizes, including tickets to Friday, Saturday, and Sunday's events around the Music City GP taking place in Nashville from August 5th to the 7th. The Grand Prize winner can win a package that includes (2) 3-day Reserved tickets, (2) 3-day Paddock Passes, and the experience of a lifetime in a 2-seater IndyCar ride.

"We are excited to support Innovative New Media, Zaxby's, and Music City while expanding IndyCar fans experience," said Matthew Pierce, Founder and CEO of Versus Systems. "We are proud to work with Innovative New Media to bring more interactive and rewarding games and experiences to IndyCar, and to fans and audiences of all kinds of live events throughout the country."

"Innovative New Media is excited to launch our OmniXP Platform with the Music City Grand Prix and Zaxby's to provide unmatched experiences for fans of IndyCar and provide tremendous customer value with a QSR industry leader like Zaxby's," said Michael Saks of Innovative New Media.

NO PURCHASE NECESSARY. Restrictions apply. Fans can enter to win the grand prize until August 1, 2022. Visit playmusiccitygp.com for full rules, prize info, and other details. Void where prohibited.

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**.

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