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# Versus Systems Works With 704Games to Promote NASCAR Heat 3

*NASCAR Heat 3 prizes to be available in NASCAR Heat Mobile*

LOS ANGELES, Oct. 18, 2018 (GLOBE NEWSWIRE) -- **Versus Systems, Inc. ("Versus") (CSE:VS) (OTCQB:VRSSF) (FSE:BMVA)** and 704Games, NASCAR's exclusive esports partner for simulation-style video games on console platforms, have partnered to celebrate the recent Xbox One and PlayStation®4 launch of *NASCAR Heat 3*. Copies of the flagship console game and its DLC will be available as prizes in *NASCAR Heat Mobile* through Winfinite's prized challenges from Friday, October 14th, 2018 to Sunday, November 11, 2018.

"This is a great way for fans of *NASCAR Heat Mobile* to get into the only console game where up to 40 players can race against one another at the same time," said Matthew Pierce, CEO of Versus Systems. "We are proud to support *NASCAR Heat 3*'s launch in *NASCAR Heat Mobile*."

Versus Systems' Winfinite platform allows game publishers to leverage their existing digital library as prize incentives, across all gaming platforms, to drive engagement and awareness for new initiatives. From product launches to introduction of new IP Winfinite's prized in-game challenges, and re-targeting system offers game publishers the tools to create immediate lift and engagement.

"We're very excited to continue leveraging Winfinite and our partnership with Versus Systems to promote *NASCAR Heat 3* in *NASCAR Heat Mobile*," said Ed Martin, President of 704Games. "If you're a *NASCAR Heat Mobile* player, there's a much richer experience waiting for you in *NASCAR Heat 3* including dirt tracks, split screen racing, and online multiplayer."

*NASCAR Heat Mobile* is available on the [App Store](#) for iPhone and iPad, as well as [Google Play](#) for Android devices.

*NASCAR Heat 3* is available for [PlayStation®4](#), [Xbox One](#), and [Steam](#).

For more information on Versus Systems' new integrated consumer platform, Winfinite, visit [www.versussystems.com](http://www.versussystems.com) or visit Versus Systems official [YouTube](#) channel.

## About Versus Systems

Versus Systems, Inc. has developed Winfinite - a proprietary in-game prizing and promotions engine that allows game publishers and developers to offer in-game prizing across various platforms including mobile, console, PC games, and streaming media. Brands pay to place products in-game via Winfinite, and gamers compete for those prizes. For more information, please visit [www.versussystems.com](http://www.versussystems.com).

For more information on Versus Systems' new platform, Winfinite, visit [www.versussystems.com](http://www.versussystems.com) or visit Versus Systems official YouTube channel.

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Source: Versus Systems Inc.