VERSUS SYSTEMS

Versus Systems Appoints Keyvan Peymani (Amazon, Netflix, WarnerBros, Disney) as Executive Chairman of the Board

LOS ANGELES, Dec. 05, 2018 (GLOBE NEWSWIRE) -- **Versus Systems, Inc. ("Versus") (CSE:VS) (OTCQB:VRSSF) (FSE:BMVA)** is proud to announce the appointment of veteran senior technology and media executive Keyvan Peymani as Director of the Company and Executive Chairman of the Board. Mr. Peymani, who serves as the Head of Startup Marketing at Amazon Web Services, will provide guidance on strategic partnerships, business development, marketing, and growth initiatives and will be a key partner to the senior executive team at Versus.

In addition to leading the global marketing strategy for a multi-billion-dollar division of Amazon, Mr. Peymani has been a member of the executive leadership teams for Warner Brothers, Netflix, and Disney, amongst others.   In each instance, Mr. Peymani has led the creation and growth of both industry-first direct-to-consumer and mobile initiatives. Mr. Peymani also has extensive venture capital and corporate strategy expertise, and has helped startups in the media, technology and telecommunications space secure $250M in funding from top tier venture capital firms.

Said Mr. Peymani, "I have been a believer in Versus from the very beginning and am very proud to lead its board at this key moment in the Company's growth. Versus has pioneered a new form of customer engagement and is fulfilling its promise of opted-in, direct-to-consumer experiences. It is an incredibly exciting time for the company, and I am thrilled to be a part of its success."

Matthew Pierce, Founder and CEO of Versus says, "We are very fortunate to work with Keyvan Peymani. From Netflix to Disney to Warner Bros., from ICM to Amazon, Keyvan has always been on the forefront of new technologies and new approaches. We are proud to introduce him as our new Executive Chairman and we look forward to working with him to grow Versus moving forward."

About Keyvan Peymani
Keyvan Peymani is a veteran senior executive and thought leader working in the intersection of technology, media and venture capital. Mr. Peymani serves as Head of Startup Marketing for Amazon Web Services and oversees the global marketing strategy for this multi-billion-dollar segment. Previously, he served as Venture Partner and Senior Advisor to Touchdown Ventures and was the Managing Director, Digital Strategy Division for ICM Partners, serving as the firm's chief digital and strategy executive with full P/L oversight and reporting to the Executive Board. While at ICMP, Mr. Peymani focused on the expansion of the agency's efforts across all aspects of the technology and digital sectors, creating new opportunities with the agency and its clients, developing new businesses and overseeing investments with

long-term benefits. These efforts spanned corporate and financial strategy, venture capital and digital initiatives that included assessing over $3 billion of potential acquisition targets, founding and overseeing a venture practice with a portfolio of over 20 startups that all attained funding with participation from Tier I VC firms and backers including Andreessen Horowitz, Greylock Partners, Founders Fund, Breyer Capital, Sigma Prime, Foundation Capital, DunnHumby, Marker LLC and Juniper, and driving the expansion of digital, mobile-first and digital transformation initiatives for corporate clients.

Before joining ICM Partners, Mr. Peymani served as the Vice President of Direct to Consumer Business Planning and Operations at Warner Bros., where he led all strategy, operations, financial planning and business development for the DTC division within digital distribution. In addition, he oversaw three business lines, including the mobile game and applications publishing group where more than 80 apps driving over 100 million downloads were deployed and the manufacture on demand business. He led the business teams in the creation of industry-leading forays into the first fully digital movie applications, the first screenings of movies through Facebook, niche SVOD services and the acquisition of Flixster.

Mr. Peymani also served as the chief financial and strategy executive for the division and oversaw all financial activities for the group. Previously, he served as the head of content acquisitions for catalog content and led the wholesale efforts at Netflix, where he led the deployment of the full catalog acquisition budget with the core focus of retaining and acquiring members. He also led the analytics and algorithms teams for the two groups to help target offerings for the growing subscriber base. Prior to this role, he led alternative business development for Disney's music group, globally. He also served as the Chief Operating Officer of Nettwerk Music Group, where, in addition to leading the day-to-day operation of the enterprise, he led all digital, international activities, and corporate and financial strategy at one of the largest independent music companies in the world, comprising five core business groups devoted to artist management, recorded music, music publishing, live events, and merchandise.

Mr. Peymani began his career leading his own web/tech services and eCommerce startup and has advised Fortune 100 companies and governments around the world. In addition, he serves on the faculty of USC's Annenberg School for Communication and Journalism, covering entertainment and emerging business models.

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.

For more information on Versus Systems' new platform, Winfinite, visit www.versussystems.com or visit Versus Systems official **YouTube** channel.

PR Contact:
Dustin Winn
Dustin@fortyseven.com
(323) 658-1200

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