

# Versus Systems Powers Fan Engagement at San Antonio Stock Show and Rodeo for Fourth Consecutive Year

LOS ANGELES, April 21, 2022 (GLOBE NEWSWIRE) -- Versus Systems Inc. ("Versus" or the "Company") (Nasdaq: VS) announced today that the Company has successfully completed another activation with repeat client the [San Antonio Stock Show and Rodeo](#), deploying its XEO Interactive Services at the event. This marks the fourth consecutive year that the Company has partnered with the San Antonio Rodeo.

The San Antonio Stock Show & Rodeo is one of the largest single events in the city of San Antonio, with approximately 1.3 million visitors entering the fairgrounds annually during the event. This year's two-week festival included 20 performances, with 15,000 to 17,000 attendees each night. Versus activated its XEO platform's interactive arcade to enhance the in-venue and at-home experience of hundreds of thousands of Rodeo fans for the entire duration of the festival. The XEO arcade, augmented with Versus' prizing and reward technology, included the Filter Fan Cam, Ford Tug of War, and Circle K Guess the Score. More than 365,000 fans saw the activations and resulted in almost 10,000 rewards being distributed.

"We are always excited to work with the San Antonio Rodeo and are proud to be back for the fourth consecutive year, providing a fun and innovative way for Rodeo fans to engage with the festival, whether they are at home or at the fairgrounds," said Matthew Pierce, Founder and CEO of Versus Systems. "We are thrilled to enable fans to win real-world prizes through their increased engagement with the Rodeo's events. We look forward to the San Antonio Rodeo each year and to continuing our partnership by bringing interactivity, engagement, and real-world prizes to Rodeo fans."

Chris Derby, The Chief Marketing Officer of The San Antonio Stock Show and Rodeo, added: "It was great to work with Versus again this year. Fan engagement through the XEO platform reached a new record and the interactive arcade games have become a staple at the fairgrounds rodeo that fans anticipate and seek out. Incorporating Versus technology into the event adds an extra layer of fan engagement and allows us to reward our loyal fans, which has become a great tradition for the Rodeo."

## 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](http://www.versussystems.com) or visit the official Versus Systems [YouTube channel](#).

## **About The San Antonio Stock Show & Rodeo**

The San Antonio Stock Show & Rodeo has grown to be one of the largest, most prestigious single events in the city of San Antonio, with approximately 1.3 million visitors entering the fairgrounds each year. The success of the San Antonio Stock Show & Rodeo is attributed to over 6,000 volunteers who give countless hours to the organization. With community, donor, sponsor and volunteer support, the organization has committed more than \$232 million since inception. Through scholarships, grants, endowments, junior livestock auctions, calf scramble program and show premiums the event impacts over 19,000 youth in Texas annually.

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Source: Versus Systems Inc.