

Versus Systems Inc. Signs Han Cholo as Prizing Partner for Their Prize-Based Video Game Platform

VANCOUVER, BRITISH COLUMBIA -- (Marketwired) -- 09/22/16 -- Versus Systems Inc. (the "**Company**" or "**Versus**") (CSE:VS)(FRANKFURT:BMVA) has signed an agreement with leading lifestyle brand Han Cholo to provide prizes for players and spectators participating in Versus-enabled video games. This prizing partnership will provide video game developers and publishers the ability to offer their players unique prizes, jewelry, and accessories for participating in competitive matches of their games.

Han Cholo is the creator of "it" accessories for fashionistas, celebrities, and gamers alike -- fans include Kendrick Lamar, Brad Pitt, Miley Cyrus, the Yeah Yeah Yeahs, Snoop Dogg, and Daft Punk. Founder and CEO Brandon Schoolhouse has developed accessories for Star Wars, Xbox, Metal Gear Solid, Sonic the Hedgehog, and recently made a Voltron ring that was featured in the movie *Deadpool*.

Brandon Schoolhouse said of Han Cholo joining Versus: "I'm really excited to be part of this team. As a gamer, I know that this will change the gaming community as well as the world of how we play games, bringing out the best in people. Competitive gaming just got a lot more interesting. 'GAME ON.'"

Matthew Pierce, Versus CEO said: "We are thrilled to be working with Han Cholo as a Versus prize provider. Brandon and his team have built one of the coolest lifestyle brands out there and we believe that Versus is a perfect way to bring Han Cholo products and accessories to gamers everywhere. Our goal at Versus is to make games more fun and we can't imagine a better way to do that than to allow players to compete to win the products they love."

About Han Cholo

Han Cholo is a lifestyle fashion and accessories brand that has done custom work for Lucas Arts' STAR WARS, Microsoft Xbox, Nintendo Wii, the Oscars, the Grammy's, Hasbro, Boost Mobile, HHGL Awards, Hot Wheels, MTV Awards, Doritos, MSTRKRFT, Teenage Riot Records, Mad Decent, X Large, Klipsch Speakers, Disney's Tron, Bloc 28, Diamond Supply, Amp Energy Drink, Burton Snowboards, Yo! MTV Raps, Kat Von D, Puma and more. Han Cholo's most recent gaming collaborations include custom accessories for Metal Gear, and a partnership with SEGA celebrating the 25th Anniversary of Sonic the Hedgehog.

About Versus

The Company is developing a software platform that allows video game publishers and developers to offer prize-based matches and tournaments of their games. This proprietary technology is being integrated into select games that will be in market in early 2017.

To learn more about Versus, see the website at www.versussystems.com, or watch the video on [Vimeo](#) or on [YouTube](#).

Reader Advisory

Certain statements in this release are forward-looking statements, which include regulatory approvals, development of technology, timing of completion of technology and other matters. Forward-looking statements consist of statements that are not purely historical, including any statements regarding beliefs, plans, expectations or intentions regarding the future. Such information can generally be identified by the use of forwarding looking wording such as "may", "expect", "estimate", "anticipate", "intend", "believe" and "continue" or the negative thereof or similar variations. Readers are cautioned not to place undue reliance on forward-looking statements, as there can be no assurance that the plans, intentions or expectations upon which they are based will occur. By their nature, forward-looking statements involve numerous assumptions, known and unknown risks and uncertainties, both general and specific, that contribute to the possibility that the predictions, estimates, forecasts, projections and other forward looking statements will not occur. Forward-looking statements contained in this press release are expressly qualified by this cautionary statement. Forward-looking information is based on certain key expectations and assumptions made by the management of the Company including the development of its technology, including the effectiveness of the technology. Although the Company believes that the expectations and assumptions on which such forward-looking information is based are reasonable, undue reliance should not be placed on the forward-looking information because the Company can give no assurance that they will prove to be correct. There can be no assurance that such statements will prove to be accurate and actual results and future events could differ materially from those anticipated in such statements. Important factors that could cause actual results to differ materially from the Company's expectations include consumer sentiment towards the Company's technology, technology failures, competition, and failure of counterparties to perform their contractual obligations and other risks detailed from time to time in the filings made by the Company in securities filings.

The forward-looking statements contained in this press release are made as of the date of this press release. Except as required by law, the Company disclaims any intention and assumes no obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise. Additionally, the Company undertakes no obligation to comment on the expectations of, or statements made by, third parties in respect of the matters discussed above.

The Canadian Securities Exchange has not reviewed, nor approved the content of the contents of this news release.

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