

Versus Systems Officially Launches New Integrated Consumer Platform for Video Games and Esports: WINFINITE™

Versus Systems and 704Games Launch WINFINITE Platform in NASCAR® Heat Mobile

WINFINITE Seamlessly Integrates Into Mobile, PC, and Console Games to Create & Manage Competitions, Rewards and Prizes

VANCOUVER, British Columbia, June 07, 2018 (GLOBE NEWSWIRE) -- **Versus Systems, Inc. (“Versus” or the “Company”) (CSE:VS) (CSE:VS.CN) (OTCQB:VRSSF) (FRANKFURT:BMVA)**, a leading developer of brand engagement technology, today announced the official release of its new integrated consumer platform for gaming, WINFINITE™. Versus Systems’ first partner 704Games have officially launched the full integration of the WINFINITE platform into NASCAR Heat Mobile, available now on Android and iOS devices. The new platform will provide game publishers and developers the ability to easily integrate advanced player engagement technology and utilize Versus Systems’ expertise in prize-based contest and sweepstakes regulations to set up hassle-free in-game competitions and achievements for their players.

With WINFINITE, game developers can now offer a wide-variety of prizes, including both in-game and real-world items, attaching those prizes to in-game competitions, milestones, or other achievements of the publisher’s choosing. Game developers, publishers and fans can learn more about the WINFINITE platform’s unique features by checking out a new video on Versus Systems official YouTube channel, available by clicking [here](#).

“WINFINITE leverages Versus Systems’ deep expertise in connecting brands with consumers in highly engaging ways,” said Matthew Pierce, CEO of Versus Systems. “Our focus is to take any entertainment content - games, AR/VR, streaming media - and make it even more fun, building deeper engagement and replayability. NASCAR Heat Mobile is our first partner for the official launch as it’s a perfect early showcase of our platform’s unique ability to increase user engagement with brands through competitive online matches that offer players the chance to win real-world prizes.”

Versus Systems’ full integration of the WINFINITE platform into NASCAR Heat Mobile gives fans the chance to win epic prizes by getting behind-the-wheel of their favorite NASCAR driver’s ride in “Daily Heats.” Speedway Motorsports, Inc. (SMI) has partnered with 704Games and Versus Systems for the WINFINITE 100 to offer up \$100,000 in ticket vouchers for players to attend 2018 NASCAR races. Players can race for a range of prizes, including the SMI ticket vouchers, in-game rewards, and official NASCAR gear now through June 24.

During WINFINITE’s initial launch phase, NASCAR Heat Mobile players have raced in more than 280,000 Daily Heat challenges, providing players with more than 200,000 in-game prizes.

For more information on Versus Systems' new platform, WINFINITE, visit www.versussystems.com or visit Versus Systems official [YouTube channel](#).

About Versus Systems

Versus Systems is the creator of the WINFINITE rewards platform – a system that allows game developers and publishers the ability to offer prizes to players for in-game activities. The WINFINITE platform is currently available on NASCAR Heat Mobile for iOS and Android and will be available in a variety of other games and platforms soon. Prizes including gear, apparel, concert tickets, energy drinks, and downloadable content - all from brands gamers care about like Rockstar Energy, Han Cholo, TIER1, and others. See how Versus works at versussystems.com.

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Source: Versus Systems Inc.