

# **Versus Systems Appoints Javon Frazier (Studio71, Marvel Entertainment) to its Advisory Board**

**Versus adds experienced media marketing executive who oversees strategy for a global media company with 7 billion monthly video views**

VANCOUVER, British Columbia, July 11, 2018 (GLOBE NEWSWIRE) -- **Versus Systems, Inc.** (“Versus”) (CSE:VS) (OTCQB:VRSSF) (FRANKFURT:BMVA) has announced the appointment of seasoned media executive Javon Frazier to its Advisory Board. As a member of the Advisory Board, he will provide strategic, financial, and tactical insights on gaming, media, influencer marketing, and branding.

Frazier currently serves as the Executive Vice President of Business Development and Strategy at Studio 71, a leading digital media company owned by the ProSiebenSat.1 Group, where he oversees strategic business development for influencer brands. Frazier is an accomplished executive with a proven track record in the global media landscape with experience in all areas of media and entertainment, including film, television, digital media, publishing and gaming.

Mr. Frazier has built several multi-million dollar brands over the past few years, including a card game called Joking Hazard, the Guava Juice toy subscription box, and most recently The Binding of Isaac: Four Souls table top game. His core competence lies in driving transactional revenue with new product launches, especially mobile games.

Prior to joining Studio71, he worked at Marvel for close to a decade, starting in business development with the studio's publishing and theatrical divisions. Here he helped launch Iron Man and The Incredible Hulk, before rapidly moving on to the Marvel's television arm as its Marketing Director, overseeing popular animated television series including Avengers: Earth's Mightiest Heroes, Iron Man: Armored Adventures and Super Hero Squad.

Frazier last served as the VP of Games Marketing for Marvel, where he launched over 40 games on global platforms, including properties like The Avengers, Iron Man, The Incredible Hulk, Lego Marvel Super Heroes, and Disney Infinity.

“We are incredibly fortunate to work with someone of Javon’s caliber. He is an expert in short form content, gaming, and marketing. He is well-known in all corners of the gaming space and in digital media as a thoughtful strategist and as someone who gets things done. I’ve long admired his work at Marvel, at Studio71, and his dozens of game launches on every available platform,” said Matthew Pierce, CEO of Versus Systems. “We couldn’t be happier to have Javon on our team.”

Said Frazier, “I look forward to bringing my insights to the world of Versus and adding to the tremendous work they have done in the gaming and digital media space. It is exciting to see

how invested they are in building unique platforms, which is where we can drive true innovation.”

## **About Versus Systems**

Versus Systems 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 on Versus Systems' new platform, WINFINITE, please visit [www.versussystems.com](http://www.versussystems.com) or visit Versus Systems official YouTube channel.

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Source: Versus Systems Inc.