

# **Versus Systems, Inc. Partners with White Castle® to introduce location-targeted rewards on the WINFINITE gaming platform**

## **White Castle – America’s first fast-food hamburger chain – to expand Versus’ in-game prize offerings for video gamers and utilize the WINFINITE platform’s location-targeted geofencing feature**

LOS ANGELES, Aug. 14, 2018 (GLOBE NEWSWIRE) -- Versus Systems, Inc. (“Versus”) (CSE:VS) (OTCQB:VRSSF) (FRANKFURT: [BMVA](#)) today announced it has partnered with White Castle, America’s first fast-food hamburger chain, to use the WINFINITE platform to offer fans the chance to win White Castle products as prizes. Video game publishers and developers will now be able to use WINFINITE’s new location targeting feature to offer the prizes for in-game achievements based on the player’s proximity to certain White Castle locations. The first test of the prizing partnership will provide players with the ability to win rewards from select White Castle locations in the Louisville, Kentucky metropolitan area.

The partnership started today in 704 Games’ *NASCAR Heat Mobile*, with a free three (3) Piece Cheese Sticks offer for players in the Louisville metro market, including stores in Kentucky and Indiana, where the program will run through Sunday, August 26, 2018.

“Versus is excited to work with White Castle and for their team to be the first to use our local geofencing feature that allows players to win rewards at specific White Castle locations,” said Matthew Pierce, CEO of Versus Systems. “White Castle offering real world rewards to players based on their location and their in-game performance is a real advancement in gaming, and it unlocks a new level of relevance and convenience for players - showcasing the power of the WINFINITE platform.”

“White Castle has always been available for gamers whenever their craving hits, day or night, and Versus Systems’ WINFINITE platform helps us reach this important group *wherever* their craving strikes—including after a hard-fought race,” said Steve Zvonek, Brand Manager of White Castle.

*NASCAR Heat Mobile* is available on the [App Store](#) for iPhone and iPad, as well as [Google Play](#) for Android devices.

### **About White Castle®**

White Castle, America's first fast-food hamburger chain based in Columbus, Ohio, has been making Bold Moves™ as a family-owned business for more than 97 years. The company was founded in Wichita, Kansas, in 1921, serving The Original Slider®, made from 100 percent USDA inspected beef. Today White Castle owns and operates nearly 400 restaurants in 13 states. The pioneering original slider, Time Magazine's most influential

burger of all time, is served alongside a menu of creatively crafted sliders and other tasty food options. White Castle's commitment to maintaining the highest quality products extends to the company owning and operating its own meat processing plants and bakeries as well as three frozen food processing plants. The retail division markets White Castle's famous fare in grocery, club stores, convenience stores, vending operations and concessions across the United States and in a growing number of international locations, including military base exchanges around the world.

Cravers on-the-go can access sweet deals and place a pick-up order any time in the official White Castle app. Download the app today from the [iTunes App Store](#) or [Google Play](#). For more information on White Castle visit [whitecastle.com](http://whitecastle.com).

### **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](http://www.versussystems.com).

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

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