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Versus Systems Successfully Tests Rewards with Canelo Alvarez, Crush

Keurig Dr. Pepper Brand Crush Posts Big Per-User Engagement Numbers in Versus Beta

LOS ANGELES, May 25, 2021 (GLOBE NEWSWIRE) -- Versus Systems Inc. ("Versus" or the "Company") (Nasdaq: VS) (FRANKFURT: BMVB) recently completed a beta test of their XEO engagement platform at the Canelo Alvarez vs. Billy Joe Saunders super middleweight championship fight at AT&T Stadium on May 8, 2021. Partnering with Crush, the Keurig Dr. Pepper brand, Versus created a digital experience that allowed fans to play mobile games for real-world prizes before and during the match. While some campaigns are still in progress, Versus has already seen over 60% redemption rates on a number of reward campaigns.

Versus gave away over 1000 prizes to fans who played predictive gaming, match games, and casual arcade games before and throughout the fight. Fans won 2-liters of Crush soda, codes from DAZN to watch the pay-per-view fight for free, and signed boxing gloves from Canelo, who won the fight by TKO. Some fans played Versus-enabled games for over 12 hours to win real-world rewards, with some individuals playing games like Crush-branded skee-ball over 2,000 times.

"The Canelo fight was a great test of the XEO system. Having engaged fans interacting with Crush for 21 minutes, on average, during the fight, through games and chats - it was great. The next steps for us are to continue to roll this into more and more live events and scale rewards and the XEO technology," said Matthew Pierce, Versus Systems CEO.

About Versus Systems

Versus Systems Inc. has developed a proprietary prizing and promotions engine that allows publishers, developers, and creators of streaming media, live events, broadcast TV, games, apps, and other content to offer real world prizes inside their content. Audiences can choose from among the offered prizes and then complete in-game or in-app challenges to win the prizes. The Versus platform can be integrated into streaming media, TV, mobile, console, and PC games, as well as mobile apps. For more information, please visit www.versussystems.com or visit the official Versus Systems [YouTube channel](#).

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Source: Versus Systems Inc.