

Canadian Football League's Edmonton Elks Bring the Tim Hortons Shuffle To In-Stadium Fans via Versus Systems

Versus brings sponsored interactive content to the fan experience at Commonwealth Stadium

LOS ANGELES, Sept. 30, 2021 (GLOBE NEWSWIRE) -- Versus Systems Inc. ("Versus" or the "Company") (Nasdaq: VS) announced today that the company is working with the Edmonton Elks of the Canadian Football League to bring in-venue engagement to fans. Elks fans can now play a custom version of three-card monte with a Tim Hortons Timbit hidden under one of three Tim Hortons coffee cups on the video board at The Brick Field at Commonwealth Stadium. The Elks are also using Versus' Filter Fan Cam, adding face filters to fan shots on the video board at the stadium.

"Sponsored interactive content is going to be a huge part of how brands connect with fans going forward. Our patented engagement and rewards platform brings fans everywhere closer to the game. We are very excited to work with the Elks on this project and we hope their fans enjoy the games all season long," said Matthew Pierce, Founder and CEO of Versus Systems.

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.