

# Versus Systems, Inc. Partners With IDW Media Holdings, Inc. to Expand Video Game Prizing and Promotions Engine

## Player Rewards to Include Comics Books, Graphic Novels, from Transformers, and More

VANCOUVER, British Columbia and SAN DIEGO, Dec. 04, 2017 (GLOBE NEWSWIRE) -- **Versus Systems Inc.** (CSE:VS) (OTCQB:VRSSF) (FRANKFURT:BMVA) today announced a partnership with IDW Media Holdings, Inc. (OTCQX:IDWM), publishers of comics and graphic novels for *Star Trek*, *Transformers*, *Teenage Mutant Ninja Turtles*, *My Little Pony*, and more, to expand the Versus in-game prize offerings for video gamers. Players will compete in-game for access to IDW's wide ranging portfolio.

"IDW is such an exciting prizing partner for the Versus platform," said Matthew Pierce, founder and CEO of Versus Systems. "Comics and graphic novels, both digital and physical, are ideal rewards for gamers across so many different types of games. We can't wait to start offering IDW prizing, from GI Joe, to Star Wars, to Orphan Black comics inside Versus-enabled games."

"The Versus platform makes it easy to reward players for their in-game skills," said Greg Goldstein, President and Publisher of IDW Publishing. "Players can select our latest comics and graphic novels as prizes, and then compete for them in-game. Versus provides a unique way to engage our readers and gamers alike!"

### About IDW

IDW Media Holdings, Inc. (OTCQX:IDWM) is a fully integrated media company, which includes publishing, games, entertainment, and the San Diego Comic Art Gallery.

IDW Publishing's comic book and graphic novel catalog includes some of the world's most popular entertainment brands, including Transformers, My Little Pony, Star Trek, Teenage Mutant Ninja Turtles, Ghostbusters, and Disney's classic characters. At IDW's core is its commitment to creator-owned comics including 30 Days of Night, Locke & Key, Wormwood, Ragnarök, V-Wars, and Archangel by bestselling sci-fi author William Gibson.

IDW Publishing is also home to the acclaimed and award-winning imprints; Top Shelf, The Library of American Comics, Yoe! Books, and Artist Editions, showcasing the greatest original art ever published in American comic books.

IDW Games' diverse line-up includes the international phenomenon Machi Koro, as well as hit licensed games such as X-Files, Back to the Future, The Godfather, and TMNT.

IDW Entertainment serves as the worldwide distributor of Wynonna Earp airing on the Syfy

Channel in the U.S. and is producing BBC America's Dirk Gently, based on the bestseller by Douglas Adams starring Elijah Wood and Samuel Barnett.

### **About Versus Systems**

Versus Systems, Inc. has developed a proprietary in-game prizing and promotions engine that allows publishers and developers of interactive media to offer prizes inside interactive media including mobile, console, PC games, and streaming media. Brands pay to place products in-game via the Versus platform and players will compete for those prizes. Versus has developed blockchain security and personalization technologies to secure their prizing system.

Versus is working with 704 Games for the NASCAR series of mobile and console games, including NASCAR Heat Mobile which will be available with Versus prizing in early 2018. Versus is also working with Team NINJA, a subsidiary of Koei Tecmo for additional PC and console games; and their prize provider partners include Rockstar Energy Drink, Han Cholo, Tier1, IDW, and others. To learn more about Versus, see the website at [www.versussystems.com](http://www.versussystems.com), or watch their most recent video on [YouTube](#).

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Source: Versus Systems Inc.