

SPYR Technologies Subsidiary, Applied Magix, Files Trademark Application for New Truly Convenient(TM) Sub-brand

GREENWOOD VILLAGE, CO / ACCESSWIRE / March 2, 2021 / SPYR, Inc. dba SPYR Technologies (OTC Pink:SPYR), a technology company that, through its subsidiary, Applied Magix, Inc., develops and resells Apple® ecosystem compatible products with an emphasis on the growing multi-billion dollar smart home market, announces that it filed a Trademark Application with the U.S. Patent and Trademark Office (USPTO) for its Truly Convenient™ brand, which will be used to identify many of its planned Apple ecosystem accessories. "We are developing some unique variants of familiar products, making them Truly Convenient, so we decided to make it its own sub-brand based on that descriptive. Our philosophy is to call them what they are, Truly Convenient," said Dr. Harald Zink, Chief Executive Officer of Applied Magix, Inc., about Applied Magix's new brand for its specialized and unique accessories. Dr. Zink added, "The Truly Convenient™ line will initially include accessories for iOS devices and the wildly popular Apple Watch, while introducing some unique and, well, truly convenient, twists to familiar products like chargers and cables. Stay tuned as we provide further details on these products." Check the Applied Magix website (<https://appliedmagix.com>) for more information about HomeKit, our planned product offerings, our strategy, and our Applied Magix team.

About SPYR Technologies
SPYR Technologies (SPYR) is a technology company that, through its subsidiary, Applied Magix, Inc., develops and resells Apple® ecosystem compatible products with an emphasis on the growing multi-billion-dollar smart home market. SPYR continues to identify and target acquisitions that will grow its footprint in the industry and expand the products it offers consumers, including companies developing artificial intelligence and smart-technology products.

Safe Harbor Statement: This release contains forward-looking statements that are based upon current expectations or beliefs, as well as a number of assumptions about future events. Although we believe that the expectations reflected in the forward-looking statements and the assumptions upon which they are based are reasonable, we can give no assurance or guarantee that such expectations and assumptions will prove to have been correct. Forward-looking statements are generally identifiable by the use of words like "may," "will," "should," "could," "expect," "anticipate," "estimate," "believe," "intend," or "project" or the negative of these words or other variations on these words or comparable terminology. The reader is cautioned not to put undue reliance on these forward-looking statements, as these statements are subject to numerous factors and uncertainties, including but not limited to: adverse economic conditions, competition, adverse federal, state, and local government regulation, international governmental regulation, inadequate capital, inability to carry out research, development and commercialization plans, loss or retirement of key executives and other specific risks. To the extent that statements in this press release are not strictly historical, including statements as to revenue projections, business strategy, outlook, objectives, future milestones, plans, intentions, goals, future financial conditions, events conditioned on stockholder or other approval, or otherwise as to future events, such statements are forward-looking and are made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. The forward-looking statements contained in this release are subject to certain risks and uncertainties that could cause actual results to differ materially from the statements made. Readers are advised to review our filings with the Securities and Exchange Commission that can be accessed over the Internet at the SEC's website

<https://www.sec.gov>, as well as SPYR's website <https://www.spyr.com>, and SPYR's Twitter account <https://twitter.com/spyrinc>. Investor Relations Contact: (303) 991-8000 contact@spyr.com SOURCE: SPYR, Inc.

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