

SPYR Technologies Expands Marketing Initiatives to Aggressively Accelerate Sales Growth for its MagixDrive Wireless CarPlay Devices

GREENWOOD VILLAGE, CO / ACCESSWIRE / August 3, 2021 / SPYR, Inc. dba SPYR Technologies (OTCQB: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, today announced the engagement of TVA Media Group (TVA) to assist with its marketing initiatives to accelerate the sales growth for its MagixDrive wireless Apple CarPlay devices.

As part of the engagement, TVA will produce two national broadcast TV commercials designed to sell MagixDrive by means of direct response by the consumer. These commercials will air nationwide at a minimum of 48 times in every major city within the U.S., on national cable and/or satellite channels which is the equivalent of 10,000 localized ad spots. Additionally, MagixDrive will be featured as a Top Story during the campaign on the homepage of TVA's sponsored news portals, which include <https://www.entertainmentworldnews.tv>, www.healthworldnews.tv and www.businessworldnews.tv. Based upon the current production schedule, the commercials are expected to air in October 2021.

"Engaging TVA Media is exciting and the most effective strategy to help us garner the visibility and traction we need to jumpstart sales on our MagixDrive devices," commented Dr. Harald Zink, CEO of Applied Magix. "We will also utilize these commercials on our websites and social media accounts in synergy with TVA's marketing initiatives," noted Dr. Zink.

About [TVA Media Group](#)

TVA has a 34-year history of creating successful productions and media campaigns for Fortune 500s, startups, non-profits, and government agencies worldwide. Clients include *6 Flags, Ajinomoto, Best Buy, Canon, Cessna, Epson, Jacuzzi, Jenny Craig, Lexus, Marriott, MasterCard, Sitelock, Sony, StreetStrider, Teradata, Ubisoft, Universal Studios, Verizon, and Viking Cruises.*

TVA has an A+ rating with the BBB, Class 1 D&B credit rating, hundreds of client references and case studies covering 40 categories; and has won every major award in advertising, DRTV and PR. See <https://www.tvamediagroup.com>.

About SPYR Technologies

SPYR Technologies (SPYR) is a technology company which, through its wholly-owned subsidiary, Applied Magix Inc., operates in the "Internet of Things" (IoT) market, 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 (AI) and smart-technology products.

Investors can learn more about SPYR and AppliedMagix at: <https://ir.spyr.com/>.

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>.

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