



## acQyr eXchange and Crimson Company Announce Partnership to Reward Cash for Game Tournament Winnings

*Crimson Company joins other early adopters on the new rewards redemption platform and mobile app*

**DENVER, CO, November 17, 2021** - acQyr eXchange (QX), the first rewards redemption platform that allows gamers to redeem earned rewards into cash across multiple games, today announced that it is partnering with the Crimson Company, a German-based mobile game developer, to add their game to QX for managing rewards, prizes, and points they issue to players.

QX easily plugs into a publisher's current rewards issuance mechanism and assists them in attracting new gamers and retaining their existing gamers for enhanced monetization. QX is free for gamers to join and fun to use. Freemium members can manage earned rewards from all participating games on their QX mobile app with one login.

The Crimson Company's mobile game is based on its popular board game that was introduced in 2018. "Crimson Company is an intense 20-minute duel about drafting an army of sellswords. It involves deep strategic as well as tactical decisions, crazy combos and gut-wrenching mind games," said Fabian Fischer, CEO. "We're looking forward to partnering with acQyr eXchange to reward our tournament players for winning." Crimson Company's game is available in iOS and Android game stores.



Jim Mulford, acQyr eXchange CEO, said, "We welcome Crimson Company to our growing list of partners who want to increase retention and LTV in their games by rewarding players for game action and achievements with real currency. We look forward to introducing their challenging and fun game to QX members on our platform."

### About Crimson Company

Crimson Company, with headquarters in Munich, Germany, is the developer of a mobile app of the same name offering an intense 20-minute duel about drafting an army of sellswords. Players get the accessibility of all the card games they love, but combined with the competitive

nature and depth of chess. There's very little luck involved. Everything comes down to who makes the better decision.

### **About acQyr eXchange**

acQyr eXchange, developed by Denver-based Targeted Shopping Solutions, Inc, is the first public exchange to track and manage the digital assets (loyalty rewards, earned prizes, etc.) gamers acquire online which then can be redeemed for cash. The platform is initially available for mobile and online gaming.

acQyr eXchange was created to help mobile and online game publishers increase gameplay, improve customer retention, and grow revenue by providing a superior solution for redeeming digital assets. By allowing gamers to own and exchange all earned rewards from participating games into local currency, the exchange is a unique and powerful platform for developers of all sizes. For more information, please visit our website at [acqyrexchange.com](http://acqyrexchange.com).

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