



## acQyr eXchange™ Announces the Release of Its New Partner Portal for Onboarding Games

Denver, CO – December 1, 2021

acQyr eXchange™ (QX), a first of its kind public exchange that tracks and manages the rewards that gamers acquire online and redeem them for cash, announced today the release of its online Partner Portal for game developers and publishers to onboard their games to the QX platform and QX mobile app for gamers.

According to Jim Mulford, Founder and CEO of acQyr eXchange, "This is a significant milestone for the company. Our QX Partners will now be able to create and manage an account online, add their games to the platform, and create targeted offers to gamers going forward. We're currently onboarding three new partners and the portal will streamline the process."

The idea behind the creation of acQyr eXchange is to help mobile and online game publishers increase gameplay, improve customer retention, and grow revenue by providing a superior solution for redeeming digital assets. "We provide unique benefits to both publishers and gamers," Mulford said. "For publishers, we provide a new revenue stream and help improve their return on investment. For gamers, our platform allows them to own all earned rewards from participating games and exchange those rewards into cash."

"We are excited to contribute to the growth of acQyr eXchange," said Rakesh Gupta, Co-Founder and CEO of KiwiTech. "As the QX tech strategic partner, our expertise and commitment to innovation are helping them build an exceptional digital experience for their partners."

Mulford added that this initial portal release will continue to be developed with KiwiTech to include new features and functionality in early 2022, along with the release of a redesigned QX mobile app 2.0 that is still under development.

### **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. For further information, visit: <https://acqyrexchange.com/>

## About KiwiTech

Headquartered in New York, KiwiTech is a leading ecosystem of entrepreneurs, investors, and mentors. The company helps early- and growth-stage startups build viable products, drive traction, raise capital, and scale their businesses. KiwiTech is currently home to 2,000+ investors and 500+ portfolio companies across 15+ industries undergoing disruption. The company takes pride in its 500+ strong team that has breadth and depth of experience in emerging and existing technologies. Its clientele comprises Fortune 1000 companies and many more that are on their way to becoming unicorns. For further information, visit:

<https://www.kiwitech.com/>

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