



## Play-to-earn Monetization Now Available for Existing Mobile Games from acQyr eXchange

*Any mobile game that captures in-game player achievements can now reward players in cash on the acQyr eXchange platform without the need for blockchain, cryptocurrency, or NFTs.*

**DENVER, CO, January 20, 2022** - acQyr eXchange (QX), the first rewards redemption platform that allows gamers to redeem earned rewards into cash across multiple games, today announced that its platform is available for play-to-earn monetization of gameplay without rebuilding or retrofitting the game on the blockchain. Any game that rewards players for game action, new levels, tournament winnings and more can enable players to redeem those rewards in cash on QX.

The play-to-earn (p2e) monetization model exploded onto the gaming scene in 2021. Many in the industry see p2e as the future of gaming with games on the blockchain rewarding gameplay in cryptocurrency and allowing gamers to own in-game assets as NFTs (non-fungible tokens). Blockchain gaming has grown from a zero-value market size to a \$3 billion figure in 2021. It could rise to a \$39.7 billion sector by 2025 (Grit Daily). And nearly 60% of 197 video-game developers surveyed in the US and UK were beginning to use blockchain technology according to Stratis research.

Jim Mulford, acQyr eXchange CEO, said, “We welcome this exciting new trend. We’re right in the sweet spot of issuing cash rewards for gameplay. Any existing mobile game that wants to adopt the p2e monetization model can do so immediately by partnering with us on the acQyr eXchange to reward cash for player achievements.”

“We already have game publishers using the QX platform to issue cash rewards for tournament winnings and game play,” Mulford said. “These publishers are applying the p2e model to enhance their existing monetization strategy by increasing engagement, ad viewing, in-app purchases, and player Life-Time Value (LTV) by issuing cash rewards.”

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. With multiple games in QX, players can aggregate rewards from the games they play and earn more meaningful cash amounts in their accounts.

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QX easily plugs into a publisher's or developer's current rewards issuance mechanism. There is no cost to partner with QX and join the platform. Partners only pay for performance as players exchange in-game rewards for QX Points and then redeem them for USD. USD rewards are only available for US-based players at this time, but the company will be issuing rewards in most major international currencies later this year.

### **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 game publishers and developers 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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