



## acQyr eXchange and KiwiTech Announce Release of New Upgraded Mobile App

Denver, CO – May 9, 2022

acQyr eXchange™ (QX) and KiwiTech LLC today announced the release of the QX mobile app 2.0 to users of the QX loyalty and cashback rewards platform. KiwiTech, a leading innovation ecosystem that helps startups build viable products, drive traction, and raise capital provided the technology and development services to build the app.

According to Jim Mulford, Founder and CEO of acQyr eXchange, “This new app is a significant improvement beyond our current version 1.0. Not only have we completely redesigned the look and feel of the app, but we also added new functionalities. QX users will now be able to redeem their game rewards in local currency around the world for the first time. The new app also incorporates important new features that will go live this summer.”

"We're excited to be supporting acQyr eXchange in developing their innovative solution," said Rakesh Gupta, Co-Founder and CEO of KiwiTech. "The new app release today is just one step closer to completing our joint project of building a world-class loyalty and cashback rewards platform for the gaming industry."

The new mobile app is a progressive web app that works on any device with a browser. It allows QX users to monitor, manage, exchange, and redeem rewards issued for gameplay, monetization behavior, and achievements earned while playing QX partner games. Uniquely, the rewards are redeemed in the local currency of the gamer and can be spent on anything they want.

According to Jim, “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 in-game digital assets. We provide unique benefits to both publishers and gamers.”

Jim adds, "We are thrilled to be partnering with KiwiTech. Their tech expertise and startup acceleration experience acts as a booster shot for our efforts to revolutionize the mobile gaming industry."

### **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 500+ portfolio companies across 15+ industries undergoing disruption. The company takes pride in its 600-strong team that has breadth and depth of experience in emerging and established 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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