

Recording Artist and Entrepreneur, Jeezy, Collaborates with Oasis Digital Studios to Offer a Custom-Designed NFT Featuring his Iconic Snowman Logo

Jeezy's Snowman Logo Has Been His Signature Piece Since his Major Label Debut Album "Let's Get It: Thug Motivation 101," was Released in 2005

TORONTO and VANCOUVER, BC and ERIE, Pa. and NEW YORK, April 12, 2021 /CNW/ - [Liquid Avatar Technologies Inc.](#) (CSE: LQID) (OTC: TRWRF) (FRA: 4T51) Liquid Avatar Technologies, a global blockchain, digital identity and fintech solutions company together with [ImagineAR Inc.](#) (CSE: IP) (OTCQB: IPNFF), an Augmented Reality platform company, and DreamView Studios, have announced that Liquid Avatar's [Oasis Digital Studios](#) ("Oasis") has partnered with American rapper and successful entrepreneur, [Jeezy](#), to create an animated NFT of his iconic snowman logo. The NFT will be available starting late April 2021. A pre-sale waiting list is available for prospective purchasers and collectors on the [Oasis website](#) as of today.

In the first of many offerings to come, Oasis is helping Jeezy utilize NFT technology as a new way reach his extensive fanbase. Through their collaboration, Jeezy is taking NFTs to a new level by embracing 3D and augmented reality (AR) technology in the production of his art. Starting off his career in the music industry under the name Young Jeezy, Jeezy has now transformed into an entrepreneurial success. In addition to his custom clothing, podcasting and artwork, Jeezy has a line of fitness water called Defiance Fuel, a restaurant partnership with American Cut Steakhouse and an ongoing incentivized partnership with Tequila Avion. Jeezy also began hosting his own talk show, "Worth a Conversation with Jay "Jeezy" Jenkins" on FOX Soul in October of 2020. His high-profile social media following includes 4.7M Instagram followers, 1.3M Twitter followers, 1.46M YouTube channel subscribers and over 6.8M Facebook likes.

Jeezy's collaborative campaign with Oasis will feature a series of limited-edition animated and AR-enhanced NFTs and will be accompanied by an audio file of Jeezy speaking about the origins of his iconic snowman logo. After debuting the snowman logo in 2005, Jeezy continued to feature the snowman throughout his highly successful "Thug Motivation" album series, concluding with 2019's "TM 104: The Legend of the Snowman" and an immediately sold-out tour to follow.

"We are so excited about this collaboration with Jeezy and believe this NFT project is going to be one that his fans will love," said Liquid Avatar CEO and Oasis Digital Studios Co-Founder, David Lucatch. "Jeezy is all about innovation, as we are, and we're happy he sees the unlimited potential in collaborating with Oasis to add digital rise to his brand. This is going to kick his brand to a whole new level. By using cutting edge 3D and AR technology, Jeezy's NFT is going to be like nothing we've ever seen before! He's putting his signature twist on it, and Oasis is really excited to get this out to his fans and collectors."

Bringing images to life, Oasis is developing NFTs with cinematic quality, motion, sound, and special effects that make them true collectibles. Each Oasis Cinematic and AR Enhanced NFT will come complete with an Augmented Reality Experience through Liquid Avatar providing users the ability to showcase their NFTs in the virtual and real world. A cinematic trailer about our capabilities is available at the Oasis website - www.oasisdigitalstudios.com

About ImagineAR - www.imaginear.com

ImagineAR Inc. (CSE: IP) (OTC: IPNFF) is an augmented reality (AR) platform, [ImagineAR.com](#), that enables businesses of any size to create and implement their own AR campaigns with no programming or technology experience. Every organization, from professional sports franchises to small retailers, can develop interactive AR campaigns that blend the real and digital worlds. Customers simply point their mobile device at logos, signs, buildings, (products, landmarks and more to instantly engage videos, information, advertisements, coupons, 3D holograms and any interactive content all hosted in the cloud and managed using a menu-driven portal. Integrated real-time analytics means that all customer interaction is tracked and measured in real-time. The AR Enterprise platform supports both IOS and Android mobile devices and upcoming wearable technologies. The AR Platform is available as an SDK Plug-in for existing mobile apps.

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ON BEHALF OF THE BOARD

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About Liquid Avatar Technologies Inc. - www.liquidavatartechnologies.com

Liquid Avatar Technologies Inc., through its wholly owned subsidiary KABN Systems North America Inc. focuses on the verification, management and monetization of Self Sovereign Identity, empowering users to control and benefit from the use of their online identity.

The Liquid Avatar App, available in the Apple App Store and Google Play is a verified Self Sovereign Identity platform that empowers users to create high quality digital icons representing their online personas. These icons allow users to manage and control their digital identity and Verifiable Access and Identity Credentials, and to use Liquid Avatars to share public and permission based private data when they want and with whom they want. www.liquidavatar.com

KABN North America has a suite of revenue generating programs that support the Liquid Avatar program, including KABN KASH a cash back and reward program that has over 400 leading online merchants and coming soon, an integrated offering engine. In Canada, KABN also has the KABN Visa Card, a "challenger banking" platform that allows users to manage and control a range of financial services for traditional and digital currencies. The Company is currently exploring expansion of the KABN Visa program to other geographic regions, including the USA.

Oasis Digital Studios is a creative and development agency that supports a wide range of artists, talent, and enterprises with Non-Fungible Token (NFT) solutions. Liquid Avatar Technologies Inc. is publicly listed on the Canadian Securities Exchange (CSE) under the symbol "LQID" (CSE:LQID).

The Company also trades in the US under the symbol "TRWRF" and in Frankfurt under the symbol "4T51".

If you have not already joined our mailing list and would like to receive updates on Liquid Avatar Technologies Inc., please [click here](#) to join!

For more information, please visit www.liquidavatartechnologies.com

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The CSE has not reviewed and does not accept responsibility for the adequacy or accuracy of this release.

All websites referred to are expressly not incorporated by reference into this press release.

Forward-Looking Information and Statements

This press release contains certain "forward-looking information" within the meaning of applicable Canadian securities legislation and may also contain statements that may constitute "forward-looking statements" within the meaning of the safe harbor provisions of the United States Private Securities Litigation Reform Act of 1995. Such forward-looking information and forward-looking statements are not representative of historical facts or information or current condition, but instead represent only the Company's beliefs regarding future events, plans or objectives, many of which, by their nature, are inherently uncertain and outside of the Company's control. Generally, such forward-looking information or forward-looking statements can be identified by the use of forward-looking terminology such as "plans", "expects" or "does not expect", "is expected", "budget", "scheduled", "estimates", "forecasts", "intends", "anticipates" or "does not anticipate", or "believes", or variations of such words and phrases or may contain statements that certain actions, events or results "may", "could", "would", "might" or "will be taken", "will continue", "will occur" or "will be achieved". The forward-looking information and forward-looking statements contained herein may include, but is not limited to, information concerning the timing for the launch of Liquid Avatar apps, the plans for future features of the Liquid Avatar apps, expected geographic expansion, the ability of the Company to generate revenues, roll out new programs and to successfully achieve business objectives, and expectations for other economic, business, and/or competitive factors.

By identifying such information and statements in this manner, the Company is alerting the reader that such information and statements are subject to known and unknown risks, uncertainties and other factors that may cause the actual results, level of activity, performance, or achievements of the Company to be materially different from those expressed or implied by such information and statements. In addition, in connection with the forward-looking information and forward-looking statements contained in this press release, the Company has made certain assumptions. Among the key factors that could cause actual results to differ materially from those projected in the forward-looking information and statements are the following: failure to obtain necessary approvals in a timely manner or at all; lack of sufficient capital to expand the Company's geographic footprint or to add new features to the Company's offerings; changes in general economic, business, and political conditions, including changes in the financial markets; changes in applicable laws; compliance with extensive government regulation. Should one or more of these risks, uncertainties or other factors materialize, or should assumptions underlying the forward-looking information or statements prove incorrect, actual results may vary materially from those described herein as intended, planned, anticipated, believed, estimated, or expected.

Although the Company believes that the assumptions and factors used in preparing, and the expectations contained in, the forward-looking information and statements are reasonable, undue reliance should not be placed on such information and statements, and no assurance or guarantee can be given that such forward-looking information and statements will prove to be accurate, as actual results and future events could differ materially from those anticipated in such information and statements. The forward-looking information and forward-looking statements contained in this press release are made as of the date of this press release, and the Company does not undertake to update any forward-looking information and/or forward-looking statements that are contained or referenced herein, except in accordance with applicable securities laws. All subsequent written and oral forward-looking information and statements attributable to the Company or persons acting on its behalf is expressly qualified in its entirety by this notice.

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