



## **Legendary Pop Culture Innovator JIM STERANKO Joins Liquid Avatar to Create Digital Icons, New Format Comic Books with Augmented Reality, NFTs and more!**

From cinema to comic books, the visionary artist, designer, author, illusionist, and storyteller—who electrified the Marvel and DC universes—now brings his legendary touch to the digital world!

**Toronto, Canada / New York, NY - May 4, 2021** –[Liquid Avatar Technologies Inc.](#) (CSE: **LQID** / OTC:TRWRF / FRA:4T51) (“Liquid Avatar Technologies” or the “Company”), a global blockchain, digital identity and fintech solutions company is teaming up with Jim Steranko, legendary artist, comic book creator, storyteller, illusionist, and contributor to films, including Steven Spielberg’s *Raiders of the Lost Ark* and Francis Ford Coppola’s *Bram Stoker’s Dracula*. Steranko is bringing his iconic talents which have reached millions of fans in the Marvel and DC universes over the past 50 years, to Liquid Avatar. Steranko will create new, integrated, multi-media programs consisting of custom Liquid Avatar icons, Augmented Reality, alongside conventional media programs to the Liquid Avatar Mobile App. Steranko will also be creating a series of original digital artwork for Non-Fungible Tokens (NFTs) for the comic book, pop-culture, and blockchain community through [Oasis Digital Studios](#).

This Summer, Steranko is scheduled to focus his talents on the Liquid Avatar Marketplace, and will engage in a series of projects, including Augmented Reality, 3D Avatars, and NFTs. His massive international fanbase has been anxiously anticipating his next venture into narrative art, and Steranko promises to deliver compelling characters, dynamic imagery, and a format unique in comic book history.

Steranko, in addition to his movie and television works, has thrilled and engaged generations of pop-culture enthusiasts and readers with his creative and artistic talents. He has illustrated works which include *Strange Tales*; *Nick Fury, Agent of S.H.I.E.L.D.*; *Superman*; *The Shadow*; *Captain America*; *The X-MEN*; *Fantastic Four*; *Batman*; *Superman*; *The Green Hornet*; and many others, and which have polled as some of the hottest fan-favorite covers of all-time. He is making Liquid Avatar and the Oasis NFT programs his first NFT commercial endeavor.

*“I’m often asked why I generated only 29 comic book stories, then, moved on to other pursuits,”* **Steranko reveals.** *“I’d achieved my goals and was at the point of repeating myself, because narrative experimentation at Marvel and DC had essentially reached a standstill. I wanted my images to move, my characters to speak, my stories to have a musical score behind them – and a fair share of Special FX! I decided to focus on painting and magazine publishing until the technology was available. The wait is over! Liquid Avatar is prepared to make those dreams*

*happen – and more! Strap yourself in, we're about to enter a new era in the Evolution of Narrative Art."*

Steranko, who has won a plethora of awards in multiple disciplines—including magic, comics, and graphic design, and has been named one of the Most Influential Comicbook Artists of All Time—was inducted into the Will Eisner Comic Book Hall of Fame in 2006.

Having been personally recruited and groomed by Stan Lee, Steranko is one of the most celebrated creators in the narrative arts. Two volumes of *The Steranko History of Comics* have sold more than 100,000 copies each and last year's Marvel offering, a massive 14-pound, oversized, five-star-rated volume titled *Steranko Is...Revolutionary!* sold out in a single weekend.

Steranko's modern-era *Captain America* covers topped Marvel sales charts and his *S.H.I.E.L.D. Artist's Edition* sold out before publication and won an Eisner Award. Subsequent projects included a mass-market Captain America cover that scored a record-breaking sell-through; an innovative, digital flip-book treatment for a S.H.I.E.L.D. paperback novel; and a full season's reviews of the *S.H.I.E.L.D.* television series for Variety Magazine.

Steranko served as a creator and editor for 25 years producing material related to visual storytelling for his international newsstand entertainment magazine *Prevue* (the forerunner of similar titles such as *Premiere*, *Movieline*, and *Entertainment Weekly*), in which he interviewed a galaxy of celebrities, including many of Hollywood's elite actors and filmmakers.

He acted as Creative Consultant for numerous TV documentaries, including *Superheroes: A Never-Ending Battle* and the History Channel's two-hour offering *Comic-Book Superheroes—Unmasked*. Steranko frequently lectures on popular culture and has exhibited his work at more than 300 international exhibitions, including the Louvre in Paris. His one-man show at the Winnipeg Museum and Art Gallery garnered more media attention than any other ever held at the facility, for which he was awarded the Key to the City at a ceremony in the mayor's office.

Additional biographical entries include *Steranko: Arte Noir*; *Graphic Prince of Darkness*; and *Steranko: The Self-Created Man*, which details 150 innovative storytelling techniques that he created during his Marvel tenure. His comic book work has never been out of print in the past five decades.

*"It is both a thrill and an honor to have Jim Steranko join us at Liquid Avatar to create, design and develop a whole new set of characters for our digital, multimedia and NFT programs," said David Lucatch, CEO Liquid Avatar. "Jim's legendary talents are known worldwide by millions of comic book readers and moviegoers, and his dedication to the evolving craft that includes digital art and new technologies continues to make him an industry icon."*

The Liquid Avatar Mobile App, featuring user created digital icons that allow users to manage, control and create value from their biometrically verified digital identity, officially launched globally on Google Play and in the Apple App Store on February 18, 2021 and has garnered great reviews by its users. The Liquid Avatar app continues to launch updates in phases, with additional features expected on a regular basis. The Company believes that as it plans to provide future features, regular releases will provide users with the opportunity to familiarize themselves with existing features before moving on to more comprehensive services and the opportunity to manage their digital identity and verifiable credentials.

*If you would like to join our mailing list and receive updates from the Company, please [click here](#)*

### **About Liquid Avatar Technologies Inc. -[www.liquidavatartechnologies.com](http://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](http://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](http://www.liquidavatartechnologies.com)

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**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.