



# Crypton.Media

## CRYPTON MEDIA SNAGS DESIGNER POWERHOUSE AVIVA STANOFF

The ARTS Award Winner and Industry Darling will Act as Philanthropic Leader

SAN DIEGO, CA (August 30, 2024) - MC2 Inc., owner and developer of Crypton.Media™; the first NFT platform that offers real world asset authentication in addition to standard NFTs today announced that Aviva Stanoff, award - winning designer, will join the Company as their Chief Philanthropic Officer. Aviva will spearhead Crypton Hero; our premier product and the world's first NFT platform created for star influencers to enter the NFT market to support philanthropic causes.

Aviva Stanoff has worked with some of the biggest names in Fashion, Design, and Artists across multiple categories. Her work is part of the permanent collection at the Brooklyn Museum. Her talent, ingenuity, and ability to connect with consumers is magical as reflected by her slate of clients and her rolodex.

Doug Williams, President of MC2 Media, Inc. stated, “The kinetic creative energy that Aviva brings to the table is indescribable. To put it simply: you just have to meet her and see that her energy, creativity and enthusiasm for connecting and transacting with the world is part of her DNA. Because of her spirit she has made connections in the world of design, television, pro sports, music, politics, artists, the list goes on and on. She effortlessly butterflies around between these worlds as if there are no borders that divide her from any demographic. In the short time we have worked together she has already added significant value to our business model.”

Aviva Stanoff remarked, “I am utterly delighted that MC2 Media, Inc. and Crypton Media, have offered me the ability to connect with the world and generate business whilst using my power for good. I’m excited to introduce to the public and NFT world our newest offering – Crypton Hero™ and NiFT™ (NFT with purchase). We are excited to redefine what can be done with NFTs and the blockchain.”

### **About Crypton.Media and our NFT Application**

Crypton Media is a premium NFT application focused on emerging markets such as Sports Memorabilia, Music, and Video Licensing, and unique premium NFTs. Our technology allows for attaching a unique identifying tangible asset to an NFT. The Crypton NFT application will be available on Mac, Windows, and mobile devices. It will initially support the MetaMask wallet and operate on the Ethereum Network. We anticipate adding the Polygon network and additional



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wallets shortly after release. Membership and Loyalty programs for the application are in development and will utilize our Crypton Loyalty Token.