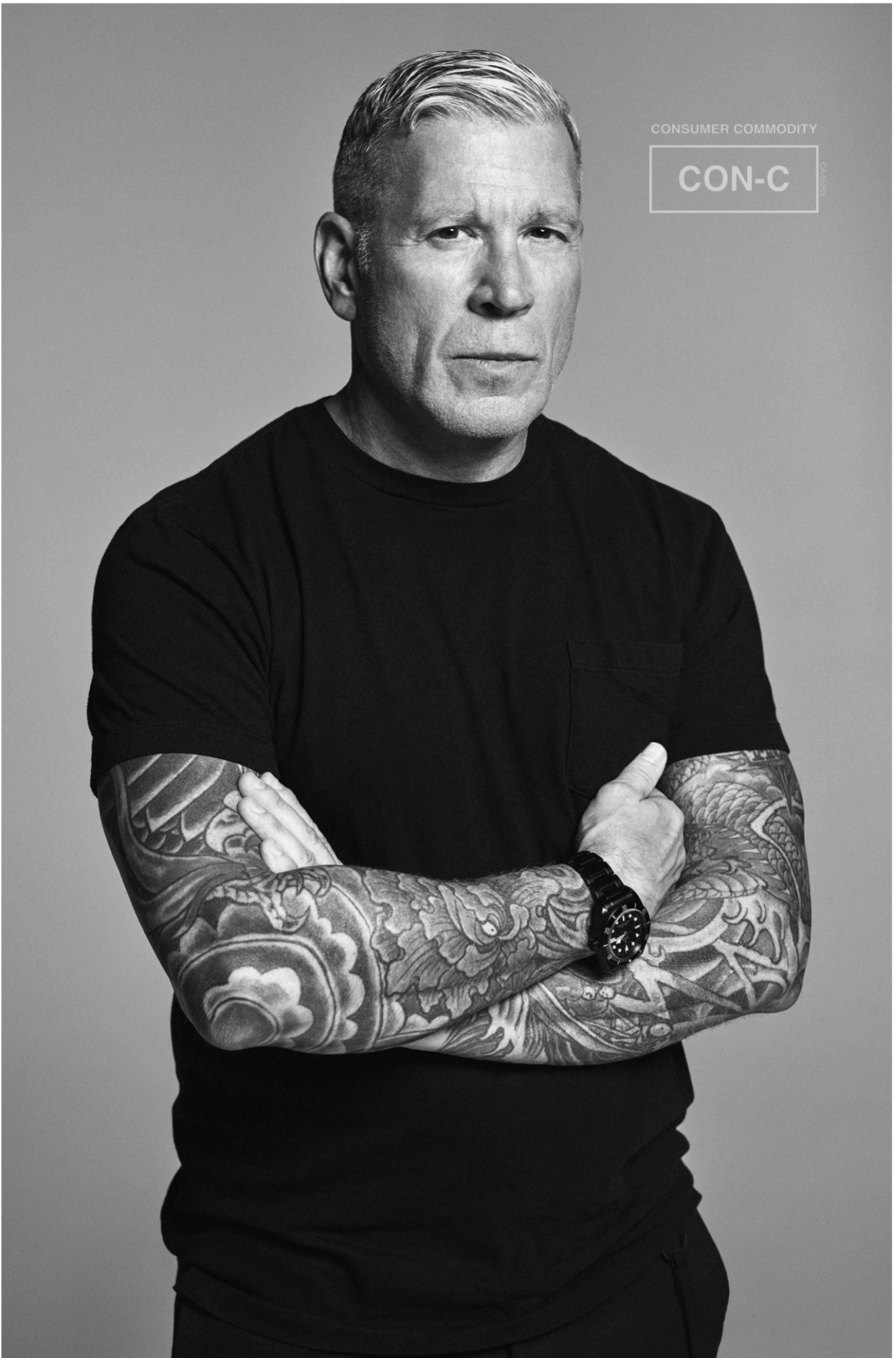


CONSUMER COMMODITY X NICK WOOSTER

VANCOUVER, CANADA



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CONSUMER COMMODITY AIMS TO BE AT THE
FOREFRONT OF CONSUMER GOODS AND
BLOCKCHAIN / NFT

New Canadian Apparel and Home Goods Brand, Consumer Commodity, Launches
Their First Consumer Product Assortment with Digital Art Nick Wooster NFT

VANCOUVER, BC, CANADA MAY 2021

— New Vancouver based consumer goods brand focused on apparel, personal care, and household essentials distribution are among the first companies to combine fashion & blockchain technology with their unique launch strategy. Collaborating with fashion icon, menswear idol and free agent, Nick Wooster, and the fast growing digital trading collectible items, non-fungible token's (NFT's), Consumer Commodity's Nick Wooster NFT is a bold deep dive into the digital trading space to build community hype around their new product/brand launch. **Available for purchase May.12/2021**

Consumer Commodity's new approach towards building brand community engagement and embracing digital disruption advocates for changing the possibilities of the consumer goods industry as we know it.

NICK WOOSTER:

Nick Wooster is, as GQ once put, "the alpha male of American street style." Renowned for his signature silver-hair, pompadour cut, tattoos, and devil-may-care attitude, Wooster is a tastemaker and style-expert with an aesthetic defined by his ability to make fashion risks look natural. His career re-ignited at age 50, and since then Wooster has repeatedly caught the attention of fashion's most influential stakeholders, boasts a loyal +800k Instagram following and is one of the biggest presence in street style blogs today. In short, Nick Wooster is the man.

NFT's:

Non-Fungible Token's (NFT's) are blowing up in the digital marketplace right now. NFT's are unique digital collectibles whose origin or ownership has been authenticated and minted using blockchain technology (like a digital signature authenticating digital assets as though they are 'fine art'). The virtual archive of each individual NFT means blockchain-backed transactions cancel out copycat concerns and increase the value of any physical product linked to NFT purchases.

Consumer Commodity's Nick Wooster NFT debuts the menswear fashion icon wearing Consumer Commodity apparel in the form of a digital motion art piece. They will have 4 tiers of Nick Wooster collectible NFT's, with a limited number available of each across Gold, Silver, Bronze, and Colour editions (see pages 3-6). They will be available on rarible.com, final link - TBD. As only a limited number of Nick Wooster NFT's will be created, there's added value to the rarity of these collectibles while creating a totally unique brand experience.

While NFTs are still speculative in nature, there is added value for Consumer Commodity & Nick Wooster with this new approach. Being able to authenticate ownership of a digital art collectible will create a lasting piece of the brand that will live on the blockchain. The verifiable uniqueness of Consumer Commodity's Nick Wooster NFT's also deepens the commemoration of their apparel/products and reputable designer, London Alexander.

“NFT's/Blockchain technology are still relatively new spaces to explore, and NFT/Blockchain X consumer product companies is an even newer space that's surface has barely been scratched... We want Consumer Commodity to be among the first in the market to explore the concept of bringing together apparel and consumer products into the digital space of blockchain technology/NFT. As these new concepts are in their earliest days—there are no rules, no benchmarks, and no industry standards. It truly is uncharted territory that could be the stepping stone for bigger things to come.”

- Steve Gardner, Consumer Commodity.

LINKS & CONTENT

Pre-Launch Website: www.consumercommodity.com

Consumer Commodity IG: www.instagram.com/consumercommodity

Nick Wooster IG: www.instagram.com/nickwooster

NFT will be available on: www.rarible.com - <https://rarible.com/consumercommodity>

Video Link: See attached media kit.

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