



PV BRANDS USA[®]

"Your source with the GREATEST intention."

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PV BRANDS USA

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NEWPORT BEACH, CA 92661

Phone: 1-425-922-9200

Email: MichaelPVbrands@gmail.com

Website: www.PVBrandsUSA.com

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RE: Press Release

PV Brands USA - PV Arts & NFTs

PV Brands USA is extremely proud to announce its upcoming release of PV Brands Arts & NFTs. In this premium collection of 10,000 visually stunning NFTs featuring 30 new characters, PV Brands USA and entrepreneur Michael Diep have created a unique angle for collectors and investors searching for the next cutting-edge exclusive NFT art content in a global multi-billion dollar market. Its first collection, "The Forgotten Pets," will donate 50% of all funding to charity. In addition to its stunning aesthetics, these NFTs were created with an overall vision and purpose in mind—to help benefit underprivileged artists, non-profits, and charities around the world.

Michael Diep, CEO of PV Brands USA, has a special place in his heart for animals. For decades, Michael has been creating specialized technology for the general welfare and improvement of animals worldwide. His invention, the Emery Cat Board, has won numerous awards and became a best-selling DRTV infomercial product, selling in several countries including over 29,000 retail stores: Bed Bath & Beyond, CVS, Target, Walgreens, Walmart, and many major catalogs. After seeing international success with his invention for animals, Michael entered into the world of tech and has created over 22 apps in every sector of the industry. Now, Michael is bringing his experience from the world of animals and innovation into a new realm of modern age digital tech—PV Brands Arts & NFTs "The Forgotten Pets".

With this exact purpose in mind, PV Brands Arts & NFTs has created its very first premium NFT collection entitled "The Forgotten Pets" to help directly benefit The Humane Society. PV Brands USA believes in giving back through its' nonprofit to help meaningful charitable foundations to help solve the world's most pertinent issues. The Forgotten Pets is a stunning collection of 1,500 premium NFTs featuring digital dogs and cats. PV Brands USA has decided to launch its entire catalogue with this first collection in mind because it will be donating 50% of the funding generated from this release to The Humane Society. The Humane Society is the nation's most effective animal protection organization. It fights for all animals by driving real, tangible change.

Humane Society International works around the globe to promote the human-animal bond, rescue and protect dogs and cats, improve farm animal welfare, and much, much more. By donating 50% of the funding from The Forgotten Pets, PV Brands USA hopes to unite people and take action by creating a lasting change in the world. PV Brands USA has recognized the incredible potential for this kind of partnership in the digital age of cryptocurrency and NFTs and is elated to move forward with The Forgotten Pets. Please click the link for more information <https://www.pvbrandsusa.com/pv-brands-nonprofit>

With this strategic vision in mind, PV Brands Arts & NFTs has shaped the exclusive quantity of its collection in a such a way that will benefit non-profits and these types of establishments directly. For example, a few popular NFT collections such as CryptoPunks, Bored Ape Catch Club have 10,000 art pieces that only feature one type of character. The downside of such a design is that collectors and investors might become bored and limited with the lack of variation.

However, PV Brands Arts and NFTs has solved this problem and taken this concept one step further. PV Brand's collections of 10,000 NFTs have been separated into 30 different premium collections with a specific purpose in mind—to create an exclusivity that will benefit the non-profits partnered with PV Arts and NFTs. Each of these collections feature a brand new and unique character that covers every realm of digital art, including animals, characters, humans, and animated characters created for games. Additionally, these collections have been created to represent all aspects of artistic styles, featuring characters with hundreds of unique variations, including different textures, color pallet styles, backdrops, and much more.

In addition to this premium collection of 30 characters, the quantity has been limited to 100-1500 NFTs each, further developing the exclusivity of each collection. Nor Most importantly, the funds generated from the first 10 NFT art pieces of each collection will be donated to PV Brands non-profit, which will then be donated to non-profits for artists and more. Aligning with this strategic mission, PV Brands NFTs hopes to benefit artists across the world who are struggling with funding to create art or provide in Ethereum gas fees, which have recently hiked up anywhere between \$10-\$300 for each transaction.

PV Brands USA was created by CEO and multiple-award winning entrepreneur Michael DIEP (inventor of "As Seen On TV" invention Emery Cat). Mr. Diep's love of innovation manifested at an early age. During his childhood, Diep and his family escaped Communist overthrown Vietnam in a home-made boat, and, once free, traveled to the United States as immigrants. To Michael, the American Dream is more alive now than ever, and PV Arts and NFTs is a precious resource that will allow artists, collectors, and investors around the world to achieve that very dream.

These rare exquisite collections will be available for purchase on OpenSea. Please visit www.PVbrandsUSA.com for more information.