

# MEDIA RELEASE

**MYTH ALLIANCE, A RAPIDLY EXPANDING ALLIANCE OF FANTASY THEMED PLAY & EARN GAMING PARTNERS, GLOBALLY RECOGNISED PUBLISHING HOUSES, CONTENT PLATFORMS, ICONIC ARTISTS, CREATORS AND NFT STUDIOS HAVE ANNOUNCED THEY ARE JOINING FORCES TO CREATE AN UNPARALLELED EXPERIENCE FOR SCI-FI, HORROR AND FANTASY FANS.**

The MYTH ecosystem will be powered by a single token, MYTHX. MYTHX is part of an innovative tokenization model that rewards stakeholders, both investors and partners, in USDC linked directly to transaction volume across the ecosystem.

The Myth Alliance currently has 14 projects signed up to utilise the MYTHX token and dozens of supporting partners that are committed to realising the ambition of web 3.0 fandom for the millions of passionate fans with an unsatiated appetite for truly immersive, fan driven, innovative fantasy experiences.

The Myth Alliance, which was recently announced at Vulcon2 in Athens, has developed an ecosystem around five functional pillars – Community Directed Projects, Play & Earn Fantasy Gaming, Digital Publishing and Fantasy Art and Collectibles all leading to a unified Fantasy and Pop Culture Metaverse. With a fan first approach to content creation, community building and a host of tools that will empower users to create and play together like never before.

It's all supported by fan access to exclusive partner offers and a compelling rewards program that integrates real world and digital rewards to incentivise audiences to participate, create and achieve. To achieve this Alliance partners have joined together to form a best-in-breed platform for delivering flexible, scalable and automated rewards and incentive programs underpinned by a highly customisable, logic-based CRM.

According to Myth Co-Founder Marshall Lees, "MYTH has some exciting tools and experiences coming that we believe will reshape the way people collaborate creatively and we are really excited to see where an empowered community takes this. While we are starting off with a lot on the table we are also excited by the new partners that will enter MYTH over the coming months and years and contribute to what we hope will be the world's largest fantasy community."

With an internationally recognised expert team across blockchain development, web 3, community building, entertainment, gaming and the metaverse and a roadmap of unique and exciting activations MYTH is set to truly reinvent the way legions of sci-fi, horror and fantasy fans connect with fantasy content.

For further information on MYTHX, to apply for the WHITELIST or learn more about the Myth Alliance visit [www.mythtoken.io](http://www.mythtoken.io)

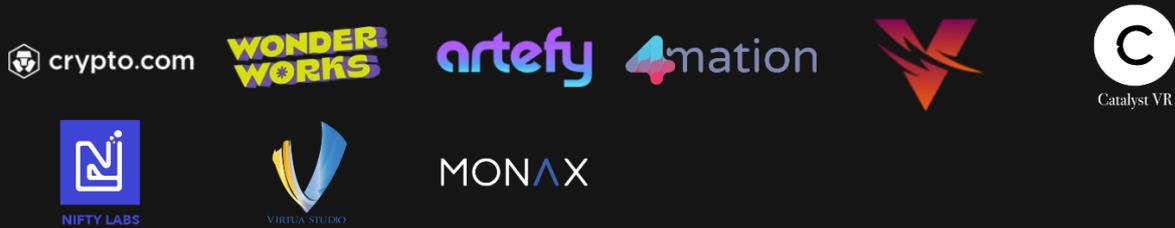
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**MYTH**

# MYTH PROJECTS AND PARTNERS



# TECHNICAL PARTNERS



# COMMUNITY PARTNERS



# ARTIST PARTNERS

