

Title: Reason for AH action? WSJ got briefed off the record by Cohen or Furlong today.

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I think someone on the inside (Cohen or Furlong) got seriously pissed off with this week's disrespectful shorting and spoke \*\*off the record\*\* to a WSJ journalist and basically said, 'Yeah, you know all those posts on Reddit that have been highlighting how much recruitment and focus GameStop has around NFT technology and market creation... there's a reason for that.'

[<https://www.wsj.com/articles/gamestop-entering-nft-and-cryptocurrency-markets-as-part-of-turnaround-plan-11641504417>](<https://www.wsj.com/articles/gamestop-entering-nft-and-cryptocurrency-markets-as-part-of-turnaround-plan-11641504417>)

I've been in corporate land for 20+ years. When articles say things like "reportedly" or "people familiar with its plans", it's code for 'these are direct comments from senior inside execs who don't want to be named for political or legal reasons'.