



## Corporate Update from Imagination Park

**Vancouver, B.C. – March 29, 2018** – Imagination Park Entertainment Inc. (CSE: IP) (OTC: IPNFF) (FRA: GMS1) (“**Imagination Park**” or “**Company**”) is pleased to provide the following corporate update on a number of key strategic initiatives, recent corporate and financial developments, as well as forward progress on recently announced projects.

Alen Paul Silverrstieen, CEO of Imagination Park states: “We are now focused on generating recurring revenue in 2018 and beyond. It took a tremendous amount of dedication and hard work from our team to build a business platform which can scale quickly in both North America and Asia.”

### **China Opportunities**

An Imagination Park executive team consisting of Gabriel Napora (Chief Strategy Officer), Yas Talaat (Chief Creative Officer) and Ben Lu (Director) spent ten days in China focusing on marketing Imagination Park content projects as well as the Company’s proprietary augmented reality platform.

Ben Lu provided this update: “On our recent trip to China and Hong Kong, we attended the HKTDC Hong Kong International Film & TV Market (FILMART) in an effort to make headway in the local market space. We appointed one of the most prominent media and entertainment law firms, Tiantai Law Firm, as our attorney in China and presented the Company to over 30 clients of Tiantai, some of which rank among the top 10 largest companies in China’s content industry. We are excited to work with Tiantai as they have contacts among some of China’s largest content financing companies.”

Ben continued: “Given that Imagination Park has met with the “who’s who” of the Chinese content finance industry, we expect such inroads into the Chinese marketplace to dovetail nicely with existing efforts in Hollywood and Bollywood with Imagination Park being a producing partner. The potential for revenue from China by creating content is unlike anywhere else in the world and I feel we’ve made very good headway in this regard. We believe our approach of making Chinese content for the Chinese market with Chinese financing is being very well received.”

### **New Brave World / XenoHolographic Inc. Partnership**

Imagination Park is excited to announce a partnership in certain specific projects between XenoHolographic and NBW Management, LLC, also known as New Brave World. New Brave World is a leading media innovation firm providing strategy, consulting and brand and agency representation to a select portfolio of sports, entertainment, publishing, and technology companies.

Jordan English, Founder and Managing Partner of New Brave World, noted: "Content and media innovation brands and agencies are increasingly utilizing augmented reality to drive mobile engagement with consumers and XenoHolographic's turn-key AR technology platform is, in our opinion, one of the most advanced in the market. We hope to make XenoHolographic a leading solution both for global marketers as well as leading sports and entertainment properties. New Brave World is excited to be XenoHolographic's agent for North American activations and looking forward to the incredibly creative work and new revenue opportunities for all of our partners."

### **SportTechie Update**

We are pleased to announce XenoHolographic has entered into a marketing partnership with SportTechie Inc. and is working closely with SportTechie in marketing and advertising programs highlighting the Xeno AR Mobile Apps for the sports, arena, and live event marketplace. SportTechie is one of the world's leading resource devoted to the latest technological innovations, ideas, and products that impact the fan experience, player performance, and sports industry. For the week of April 9, 2018, SportTechie.com will be promoting Xeno on all banners and click advertising to their readership.

Kevin Patrick, SVP of XenoHolographic, noted: "Our platform provides rapid AR solution deployment without the need for external developers while integrating artificial intelligence (AI) for consumer / fan engagement in every aspect of promotion. We are confident the sports and live event audience will be excited to implement our technology in 2018 as XenoHolographic continues to lead the way with innovative augmented reality activations."

### **Update on XenoApp and XenoMarker**

Imagination Park is happy to announce XenoHolographic completed the initial versions of XenoApp and XenoMarker in early March, 2018, and have been actively marketing for advertising, sponsorship and promotional opportunities through the partnerships of both SportTechie and New Brave World. Further features are currently being developed to include integration of AI, Blockchain, and advanced enterprise enhancements.

Kevin Patrick, SVP of XenoHolographic stated: "These new advancements are focused on establishing a strong position for competition in the market during a rapidly increasing time for media and technology."

### **DevIntersection Orlando**

Tim Huckaby, CEO and Co-Founder of XenoHolographic, was the keynote opening speaker at DevIntersection in Orlando, Florida held from March 25 to 28, 2018. He

noted: “It was an honor, especially since I was followed during the next two days by keynotes from industry pillars, Scott Hanselman and Scott Guthrie, from Microsoft.”

DevIntersection is the largest third party Microsoft technology conference, hosted twice a year, typically attended by over 5,000 people. Tim continued: “My opening keynote was referred to as the “AI Keynote”. I always do a demo heavy keynote so it was exciting to unleash Xeno Play with computer vision identifying the AR markers, rendering a 3D movie object from the cloud on the audience.” This was the first time a live audience saw the XenoHolographic cloud AR platform, moreover a tech audience as well in this case.”

Tim went on to explain: “I have been working with DevIntersection directly since they founded the conference a few years back and enjoy exciting audience. The Xeno demos in my keynote made it easy not to disappoint.”

### **First Quarter Revenue**

Imagination park is pleased that the Company completed “Always with You” and gained an estimated C\$600,000 in revenue. This is the biggest revenue quarter to date for the Company since inception.

### **About Imagination Park**

An emerging leader in digital content production, Imagination Park creates and delivers transformational experiences through the production and distribution of intellectual property for film, virtual reality, augmented reality & mixed reality in North America and China.

Through its joint venture company XenoHolographic, it creates novel holographic content and provides augmented reality products for both phones and wearable headsets, as well as rapid deployment of AR solutions, without the need for developers, while integrating artificial intelligence (AI) and Blockchain.

For more information or to explore working with Imagination Park, please email [info@imaginationpark.com](mailto:info@imaginationpark.com), or visit [www.imaginationpark.com](http://www.imaginationpark.com).

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