

# Imagination Park Appoints Sheldon Inwentash to Board of Directors

**Vancouver, CANADA - January 17, 2019** - Imagination Park Entertainment Inc. (CSE: IP) (OTC: IPNFF) (“Imagination Park” or the “Company”), an Augmented Reality (“AR”) enterprise cloud software provider, is pleased to announce that Mr. Sheldon Inwentash, a serial entrepreneur and successful investor who, with his joint actors, owns 22% of the Company, has been appointed to the Board of Directors.

“Sheldon’s track record speaks for itself,” said Jim Skippen, Board Chair. “While we were appreciative of his substantial financial interest in the Company, we look forward to working with him to help guide the Company and drive shareholder value.” Alen Paul Silverstien, Imagination Park’s CEO, added “To have someone with Sheldon’s background, rolodex, financial means and experience is a great win for the Board and for the Company.”

“I am a big believer in Imagination Park’s AR technology and while AR is still in the embryonic stage, I believe the Company has industry leading technology and is on the cusp of commercialization with a strong pipeline of sales opportunities,” said Sheldon Inwentash. “IP’s Board and Management have done a good job in developing market opportunities and I look forward to working with them to accelerate the realization of revenue-generating business.”

## About Sheldon Inwentash

Mr. Inwentash has more than 30 years of investing experience and has been instrumental in raising \$15 billion for his portfolio companies over the last 15 years. He co-founded Visible Genetics, the first commercial pharmacogenomics company, in 1994 and exited in 2001 to Bayer. Through two decades leading Pinetree Capital, Sheldon created significant shareholder value through early investments in Queenston Mining (acquired by Osisko Mining Corp. for \$550-million), Aurelian Resources (acquired by Kinross for \$1.2-billion) and Gold Eagle Mines (acquired by Goldcorp for \$1.5-billion) to name a few.

Sheldon obtained his B.Comm from the University of Toronto and is a Chartered Accountant/Certified Professional Accountant. In 2007, he was an Ontario finalist for the Ernst & Young entrepreneur of the year award. In 2012, Sheldon received an honorary degree, doctor of laws (LL.D) from the University of Toronto for his valuable leadership as an entrepreneur, his philanthropy, and inspirational commitment to making a difference in the lives of children, youth and their families.

## About Imagination Park

Imagination Park, through its wholly-owned subsidiary XenoHolographic, creates engaging and interactive holographic content delivered by its cloud-based augmented reality enterprise platforms. The Company provides augmented reality products for mobile 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).

*ON BEHALF OF THE BOARD,*

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*We encourage you to do your own due diligence and ask your broker if Imagination Park Entertainment Inc. (CSE: IP) is suitable for your particular investment portfolio\*.*

*The Canadian Securities Exchange has neither approved nor disapproved the contents of this press release.*

*This press release may include ‘forward-looking information’ within the meaning of Canadian securities legislation, concerning the business of the Company. The forward-looking information is based on certain key expectations and assumptions made by Imagination Park’s management. Although Imagination Park believes that the expectations and assumptions on which such forward- looking information is based are reasonable, undue reliance should not be placed on the forward-looking information because Imagination Park can give no assurance that it will prove to be correct. These forward-looking statements are made as of the date of this press release, and Imagination Park disclaims any intent or obligation to update publicly any forward-looking information, whether as a result of new information, future events or results or otherwise, other than as required by applicable securities laws.*