

## **Imagination Park Provides Corporate Update Announces Changes to the Board of Directors**

**Vancouver, CANADA – March 1, 2019 – Imagination Park Technology Inc. (CSE: IP) (OTC: IPNFF) (“Imagination Park” or the “Company”)**, announces the resignations of Mr. John Gillberry, Director of the Company and Mr. Jim Skippen, Chairman of the Board and Director of the Company, effective today. Both Mr. Gillberry and Mr. Skippen have resigned in order to focus on other opportunities.

The Company is also pleased to announce the appointments of Mr. Sheldon Inwentash as Chairman of the Board and Mr. Alen Paul Silverrstieen as Board Director. Mr. Silverrstieen will continue to also serve as President and CEO of the Company.

“On behalf of the Board, I want to thank Mr. Gillberry and Mr. Skippen for their support and contributions of the year, especially for securing our intellectual property. We wish them both continued success in their future endeavours,” said Mr. Inwentash. “At this stage of the Company’s development we have chosen to focus on commercialization of the technology rather than emphasizing patent licensing or technology transfer. I recently sat down with management and am very excited about Imagination Park’s future growth potential and look forward to driving shareholder value for all investors. Augmented Reality is an exciting new engagement and branding platform that has significant applications in sports, retail, advertising and promotion throughout North America.”

### **Corporate Update**

Management has been completely focused on commercializing its augmented reality software solutions, concentrating on key end markets where augmented reality can have a significant impact, including sports, retail, advertising and promotion. To date, feedback has been very strong from end customers, advertising agencies and channel partners.

“We have experienced significant demonstration requests for our AR platform since January. Our latest version update of XenoPlay™, version 3.3, includes significant features and functions that have advanced our platform as compared to our competition,” said President and CEO Alen Paul Silverrstieen. “With the Company’s recent financial raise, we are well capitalized for 2019 to drive sales and revenue.”

### **New Sales and Marketing Initiatives**

With the confirmation that partners and customers are interested in potentially moving forward with trial campaigns and eventually using the platform on a Software-as-a-Service (SaaS) basis, the Company has recently increased its sales and marketing activity to drive sales. Management has engaged a New York-based PR firm to position the Company as the leader in Augmented Reality and added key new sales executives to focus on the Company’s focused end markets. Jonathan Mariner, the former CFO of MLB and Simon Schatzmann have both joined the Company and are already actively speaking with prospective customers and advancing opportunities for the Company.

Over the last month management has been actively advancing engagements with both partners and customers and is currently in discussions with prospects to start using the platform for promotion, advertising or customer engagement. These opportunities are primarily focused in sports, advertising, real estate, and fundraising.

Given Augmented Reality is a new market and requires significant education, the Company is very encouraged by the initial feedback it is receiving about its platform and its ease of use, cloud content management and specific applications that customers believe will deliver significant ROI. While initial trials are needed to prove this ROI to our initial customers, eventually these case studies are anticipated to reduce the sales cycle and lead to long-term recurring SaaS revenues.

### **XenoPlay™, version 3.3 Adds New Features and Functionality**

In February 2019, Imagination Park completed upgrades to version 3.3 of XenoPlay™. New features and functions include the following:

- OnDemand AR
- AR Stories Competition with Scoreboard
- XenoPlay™ Proprietary App Login
- Extended White Labelling Capabilities
- Full Screen Video Activation and Playback
- Improved Social Media Sharing

### **About Imagination Park**

Imagination Park Technologies Inc. (CSE: IP) (OTC: IPNFF) is an augmented reality (AR) platform that enables businesses of any size to create and implement their own AR campaigns with no programming or technology experience. Every organization, from professional sports franchises to small retailers, can develop interactive AR campaigns that blend the real and digital worlds. Customers simply point their mobile device at logos, signs, buildings, products, landmarks and more to instantly engage videos, information, advertisements, coupons, 3D holograms and any interactive content all hosted in the cloud and managed using a menu-driven portal. Integrated real-time analytics means that all customer interaction is tracked and measured in real-time. The AR Enterprise platform supports both IOS and Android mobile devices and upcoming wearable technologies.

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**

Sheldon Inwentash  
Chairman of the Board  
[\(818\) 850-2490](tel:(818)850-2490)

<https://twitter.com/IPtechAR>

[www.facebook.com/imaginationparktechnologies](http://www.facebook.com/imaginationparktechnologies)

Instagram: [@IPTechAR](https://www.instagram.com/IPTechAR)

**Contact**

Sean Peasgood  
Investor Relations  
[\(647\) 560-9201](tel:6475609201)  
[sean@sophiccapital.com](mailto:sean@sophiccapital.com)

*We encourage you to do your own due diligence and ask your broker if Imagination Park Technology 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.*