

Erie Otters Sign Deal with Imagination Park to Bring Augmented Reality Experiences to Fan Base

AR Platform Enables Erie Otters New Revenue Stream and Exciting Fan Interaction

VANCOUVER and ERIE, PA, July 31, 2019 /CNW/ - [Imagination Park Technologies Inc. \(CSE: IP\) \(OTC: IPNFF\)](#), the company bringing augmented reality (AR) experiences to consumers and sports fans globally, today announced that the Erie Otters, the 2002 & 2017 Ontario Hockey League Champions, have signed a deal that will bring augmented reality experiences to the Erie Insurance Arena and the city of Erie, Pennsylvania. The Erie Otters will be among the first Ontario Hockey League teams to utilize AR for fan engagement on their iOS or Android mobile devices.

"We're thrilled to partner with Imagination Park Technologies to explore the emerging technology of augmented reality that will allow us to bring new, creative, and fun fan experiences to Erie Otters games this fall. This partnership not only allows us to enhance our gameday interactions with our loyal fanbase through AR but will create exciting new opportunities for our sponsors and community partners to engage with Otters fans," said Jaime Cieszynski, Director of Business Operations of the Erie Otters.

Alen Paul Silverrstieen, CEO of Imagination Park stated "We are excited to have our first hat trick – three professional sports team using ImagineAR™ in the same city. The Erie Seawolves, Erie Bayhawks and Erie Otters all will be leveraging AR for fan engagement with 3D holograms of their mascots and players. Being a Canadian Company, we are honored and proud to be working with the Erie Otters where Connor McDavid played 2014 – 2015."

The Imagination Park platform, ImagineAR™ requires absolutely no programming or even technical ability to design, manage or implement highly sophisticated AR campaigns. The team can utilize their library of images or videos appear on the mobile device as holograms, coupons, video highlights and more. The Otters plan to include scavenger hunts at Erie Insurance Arena where fans can collect digital collectibles with the chance to win prizes including game tickets and Otters gear.

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 using ImagineAR™. 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 ImagineAR™ Enterprise platform supports both IOS and Android mobile devices and upcoming wearable technologies.

About The Erie Otters

The Erie Otters are a proud member of the prestigious 20-team [Ontario Hockey League](#). The OHL is a member league of the [Canadian Hockey League](#) (CHL), known as the world's premiere player

development league for the National Hockey League (NHL). The CHL saw 351 alums, nearly 50% of all players, listed on opening night rosters for the 2018-19 NHL season. The Erie Otters will embark on their 24th season in Erie, Pennsylvania this fall at the Erie Insurance Arena. During their 23-year history, the Otters have consistently produced NHL and professional hockey talent highlighted by their 39 players selected at the NHL Draft. Current alumni in the NHL include two-time scoring champion and 2017 NHL MVP Connor McDavid, 2019 Stanley Cup Champion and Playoff MVP Ryan O'Reilly, 2018 Stanley Cup Champion Andre Burakovsky, and Chicago Blackhawks star Alex DeBrincat.

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ON BEHALF OF THE BOARD

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For further information: or to explore working with Imagination Park, please email info@imaginationpark.com, or visit www.imaginationpark.com.

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