



ImagineAR (OTCQB: IPNFF) Signs Three Year Partnership Agreement with First Brazilian Soccer Team - Club Atlético Mineiro -To Provide Interactive Augmented Reality Experiences for Fans

Club Atlético Mineiro of São Paulo, Brazil to Leverage Augmented Reality for Fan Activation & Engagement

VANCOUVER, BC and ERIE, Pa. and BELO HORIZONTE, Brazil and SÃO PAULO, March 29, 2021 /CNW/ - [Imagine AR Inc.](#) (CSE: IP) (OTCQB: IPNFF) ("ImagineAR" or "Company") an Augmented Reality Company that enables sports teams, businesses and enterprises to instantly create their own AR mobile campaigns, is pleased to announce the signing of a three year revenue partnership agreement with Club Atlético Mineiro to provide its Augmented Reality SDK Platform for immersive fan activation and engagement. The team competes in the Campeonato Brasileiro Serie A, the first level of Brazilian soccer, as well as in the Copa Libertadores, which is the continental tournament of South America.

Sporthecca, a sports innovation center and developer of the club's mobile app, will be managing the integration of the ImagineAR SDK technology. Sporthecca consults with sports teams, federations, and leagues in the digitization process focusing on monetization of digital assets. Club Atlético Mineiro is the first Brazilian soccer team to integrate a comprehensive augmented reality platform into their mobile app for immersive fan engagement and activation.

The partnership between Clube Atlético Mineiro, ImagineAR and Sporthecca is part of Alélicos's plans to become the most innovative soccer club on the continent and one of the most innovative in the world for the coming years.

Leandro Figueiredo, Business Director Club Atlético Mineiro, stated, "We focus on integrating best-in-class technology and ImagineAR provides the most advanced Augmented Reality SDK fan engagement platform for mobile apps today. We are excited to be the premiere soccer club in South America to launch immersive AR campaigns for Club Atlético Mineiro fans around the world starting this Spring."

Eduardo Tega, CEO Sporthecca added, "We deliver high-value advanced technology solutions for clubs to drive fan engagement and monetization around the world. ImagineAR is the recognized as the world leading AR sports platform. Club Atlético Mineiro will be the first club to launch immersive AR campaigns across South America this year."

Alen Paul Silverrstieen, CEO of ImagineAR, stated, "Our global expansion continues with our partnership with Club Atlético Mineiro and Sporthecca in Brazil. We are very optimistic that this partnership will grow enormously in the next three years."

This News Release is available on the company's [CEO Verified Discussion Forum](#), a moderated social media platform that enables civilized discussion and Q&A between Management and Shareholders.

About ImagineAR

ImagineAR Inc. (CSE: IP) (OTC: IPNFF) is an augmented reality (AR) platform, [ImagineAR.com](#), 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. The AR Platform is available as an SDK Plug-in for existing mobile apps.

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ON BEHALF OF THE BOARD

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The CSE has not reviewed and does not accept responsibility for the adequacy or accuracy of this release.

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Although the Company believes that the assumptions and factors used in preparing, and the expectations contained in, the forward-looking information and statements are reasonable, undue reliance should not be placed on such information and statements, and no assurance or guarantee can be given that such forward-looking information and statements will prove to be accurate, as actual results and future events could differ materially from those anticipated in such information and statements. The forward-looking information and forward-looking statements contained in this press release are made as of the date of this press

release, and the Company does not undertake to update any forward-looking information and/or forward-looking statements that are contained or referenced herein, except in accordance with applicable securities laws. All subsequent written and oral forward- looking information and statements attributable to the Company or persons acting on its behalf is expressly qualified in its entirety by this notice.

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