

Imagination Park Introduces AR Tool for Advertising & Branding

Media and Technology Leader Joins as VP Sales to work with Agencies & Brands

VANCOUVER, Feb. 21, 2019 /CNW/ - **Imagination Park Technologies Inc. (CSE: IP) (OTC: IPNFF)**, the company bringing augmented reality experiences to consumers and sports fans globally, today announced the new release of its XenoPlay™ platform. XenoPlay™ Version 3.3 is packed with features that allows advertising and marketing professionals to create augmented reality (**AR**) campaigns within minutes without the need for any programming or technical expertise.

"Although many agencies know how to develop great brand campaigns, they usually don't know if their campaigns are working," said Alen Paul Silverrsteien, CEO and President of Imagination Park. "Now, Imagination Park's XenoPlay™ can provide the agencies with activation details about who has viewed their ads, billboards, and end caps. The agencies can also send those details sent to the clients for further engagement. And to help promote this feature set and drive sales to agencies, we've added advertising and marketing industry veteran Simon Schatzmann."

Industry Leader Added to Drive Agency and Brand Adoption of XenoPlay

Simon Schatzmann has joined Imagination Park as VP Sales to introduce the advertising and marketing world to AR technology that will forever change the way brands market to customers.

Mr. Schatzmann is a media and technology leader with over two decades of sales and business development experience leading teams and scaling business. His professional accomplishments include managing over half a billion dollars in media and technology sales transactions. Mr Schatzmann's has held executive positions at Intellectsoft, Blue Silver/Zeus Media, Viacom/MTV, Condé Nast, and The New Yorker managing and overseeing sales, licensing, emerging technology, and media. He was also the publisher of licensing, new-business development, and brand management for Pokémon USA.

"AR offers agencies a completely untapped landscape to engage customers like never before," said Mr. Schatzmann. "Simply pointing your cellphone at a sign, ad, billboard, logo, product, or virtually anything will trigger the creative content instantly. XenoPlay™'s Real-time Marketing Campaign Analytics tracks and measures the results, so agencies and their clients always know their true ROI."

About AR Advertising and Branding

Augmented Reality advertising and promotions are immersive and engaging, which generates emotional connections with consumers. By providing a mobile interaction, consumers enjoy the brand messaging similar to a gaming experience. Ultimately, this builds brand awareness, which is shared on social media and conveys an overall positive message to the target audience. Using AR to bring logos to life with video messages or animated objects provides a dynamic platform to continually convey a corporate message and/or the benefits of a produce or service effectively and easily.

With AR, agencies can:

- Bring a catalog, print advertisement, or brand package to life by using AR to offer special content, videos and even coupons.
- Use an AR Story (Scavenger hunt) to encourage consumers to engage with a brand throughout

a physical or digital location and enter a sweepstake to win a prize.

- Advertising and Promotional Content can easily be changed anytime to promote specific campaigns, seasonal programs, or other special engagement opportunities.

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, or visit www.imaginationpark.com.

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ON BEHALF OF THE BOARD

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President & CEO

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

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