



## **Imagination Park to Partner with Sports & Entertainment Promoter Jerry Solomon on New Properties**

### **Signs Five-Year Exclusive Development Agreement for XenoHolographic to Provide Augmented Reality, Artificial Intelligence, Blockchain Mobile APP & Technology Platform for the Aurora Games**

**Vancouver, CANADA – January 30, 2018** – Imagination Park Entertainment Inc. (CSE: IP) (OTC: IPNFF) (FRA: GMS1) (“**Imagination Park**” or “**Company**”) is pleased to announce that XenoHolographic Inc. (“**XenoHolographic**”) has been formally engaged to create and deliver the *Aurora Games Festival AR Mobile App* (IOS and Android). The Aurora Games Mobile App will include **XenoPlay** featuring 3D content managed in the **XenoCloud**, live streaming and scoring of events, and ability for fans to collect AR holographic content and trade them with each other as “Trading AR Collectibles” integrated with blockchain technology. The Mobile App is expected to be launched September 2018.

Jerry Solomon, the creator, founder and CEO of the Games noted: “The Aurora Games is being designed as a new multi-sport all women's competition pitting teams from the Americas against the rest of the world.” He continued: “As sports and entertainment events continue to converge, it is important that we also incorporate the most technologically advanced activations possible to enable our events to cater to the broadest audience that is looking for new ways to experience them. XenoHolographic has a suite of products that will allow the Aurora Games to be at the forefront of these applications in a manner that will capture the needs of the audience in ways they have not seen before.”

“We are hoping that the Aurora Games will break new ground on many fronts and I am excited about the technology side that XenoHolographic brings to it which will provide event sponsors, media partners and the athletes themselves the most advanced global platform to deliver messaging to the fans along with multi-million dollar global promotional and advertising programs,” Mr. Solomon concluded.

Alen Paul Silverstieen, CEO of Imagination Park noted: “This agreement puts XenoHolographic at the forefront of the next generation of global mobile technology integrating AR, AI with a blockchain platform. Jerry Solomon is one of the top sports business people in the world and has created a long list of impactful events. We are extremely excited to work closely with him and his highly accomplished sports advisors for the next five years on the Aurora Games and other new projects in the world of sports and entertainment.”

The Aurora Games, which will debut in 2019, will be a week-long celebration of women in sports supported by a festival of entertainment, culture and education. Details of the event, including the dates and awarding of the host city and venue will be announced shortly.

The Aurora Games is being created with input from an advisory board that has attracted some of the most recognizable names in women's sports. These include:

**Shannon Miller** (seven time Olympic medalist; gymnastics)

**Nadia Comaneci** (nine time Olympic medalist; gymnastics)

**Nancy Kerrigan** (two time Olympic medalist; figure skating)

**Stephanie Harvey** (five time World Champion gamer; Counter-Strike)

**Donna Devarona** (Olympic Gold Medalist; swimming)

**Jackie Joyner Kersee** (6 time Olympic medalist; track & field)

**Chris Evert** (18 time Grand Slam champion; tennis)

**Monica Seles** (nine time Grand Slam champion; tennis)

**Kelli Stack** (2 time Olympic medalist; Ice Hockey)

**Marti Malloy** (Olympic medalist; judo)

(The Aurora Games Twitter is @AuroraGamesFest.)

### **Terms of the Development Deal**

XenoHolographic will be the exclusive developer to create and launch the Aurora Games Mobile App for the 2019 Aurora Games and for five-years thereafter with features, functions and enhancements as required from athletes, sponsors, advertisers as well as promoters of the Games.

Features of the Aurora Games Mobile App will be of the highest industry standard, incorporating the most recent developments and up-to-date add-ons in the industry, including:

- a) Aurora Games Private Label Mobile app for both IOS & Android with core XenoPlay features with 3D content managed in XenoCloud;
- b) Viewing one or more live streams from events. These will be centrally controlled via URL's to the streaming provider;
- c) Real time scoring from events; and
- d) The ability to share collected AR content from one person to another, known as "Trading AR Collectibles" based upon blockchain technology.

In addition, the Aurora Games will provide XenoHolographic benefits on site and in connection to the Aurora Games in each year, including rights to use the Aurora Games logo in XenoHolographic materials, right to pass through certain rights to other XenoHolographic partners as well as tickets, signage, hospitality, program advertisements, clinic spots and the like.

### **About Jerry Solomon**

Over a 30 year career, Jerry Solomon has represented some of the most well-known athletes in the world while also producing live and televised events in a variety of sports and in some of the world's most important venues including; Madison Square Garden, Bell Centre, Boardwalk Hall, AsiaWorld Arena, Earl's Court Arena and Boston Garden. Mr. Solomon was inducted into the Personal Managers Hall of Fame and the National Jewish Sports Hall of Fame, has been named one of the "Top 100 Most Powerful People in Sports" by The Sporting News and one of the "Top 25 Most Influential People in Figure Skating" by Figure Skating International magazine. He is responsible for helping to found the Karch Kiraly Scholarship Fund, the KidSport Foundation and the Nancy Kerrigan Foundation; served as an adjunct professor at UNH and UCLA and is the author of An Insider's Guide to Managing Sports Events which is being re-released later this year.

### **About Imagination Park**

Imagination Park is an emerging digital content production company, working with talented filmmakers around the world to bring conventional as well as virtual reality content to life.

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).

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

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