



One of America's Largest Malls Selects XenoHolographic for Augmented Reality Customer Experience

Vancouver, CANADA – October 1, 2018 – Imagination Park Entertainment Inc. (CSE: IP) (OTC: IPNFF) (“**Imagination Park**” or the “**Company**”) is pleased to announce that its wholly-owned subsidiary, XenoHolographic Inc. (“XenoHolographic”), has been contracted to provide an exclusive augmented reality experience for one of the largest operators of retail malls in the world.

“Shopping and entertainment complexes continuously seek ways to attract and engage visitors in order to drive value to their tenants,” said Alen Paul Silverstieen, CEO of Imagination Park. “Augmented reality is at the forefront of many complexes and brands, since almost everyone carries a smartphone. However, until XenoHolographic’s solutions became available, creating, deploying, and managing augmented reality content was difficult and expensive.”

Once the AR program is officially announced by the retail operator, Imagination Park will issue a press release announcement.

About XenoHolographic Product Suite

The XenoHolographic Product Suite is a software platform that enables brands and companies to be able to easily and quickly upload and manage augmented reality (AR) campaigns from start to finish. This includes:

- XenoCloud - AR cloud content management system
- Automatic conversion of 3D objects into portable AR objects for iOS and Android
- Mobile app for fast and simple setup of AR activations
- Support for marker and marker-less (location-based) AR activations
- Virtual AR-based scavenger hunts, all configurable in XenoCloud
- Consumer engagement reporting

Brands can now develop interactive AR content and measure and understand how users engage with the brand through their mobile devices. Brands can use this information to further develop or refine content, redeploying through their preferred channels including: games, scavenger hunts, bringing packaging to life, playing a movie trailer when the phone is placed over a poster, and much more.

About Imagination Park

Through its wholly-owned subsidiary, XenoHolographic, Imagination Park creates novel holographic content and provides augmented reality products for phones and wearable headsets, as well as rapid deployment of AR solutions, without the need for developers, while integrating artificial intelligence (AI) and Blockchain.

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

ON BEHALF OF THE BOARD,

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

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