



## **Tom Frisina, Interactive Digital Media Founder and Franchise Creator, Joins the Imagination Park Entertainment Board of Advisors**

Vancouver, BC – August 9, 2017 – Imagination Park Entertainment Inc. (CSE: IP) (OTCQB: IPNFF) ("**Imagination Park**" or the "**Company**") is pleased to announce the appointment of Tom Frisina to its Board of Advisors.

Mr. Frisina is currently Executive Chairman of Tiling Point, a private equity funded and leading publisher within the mobile gaming industry. Previously during his 16 years with Electronic Arts, he initiated as its Senior Vice President and General Manager, a division entitled EA Partners, which oversaw the creation of and published global hit franchises from the most talented international independent game developers. During his last 6 years at EA as Vice President of Talent Development and Retention, he became a founding professor at The Center for Digital Media graduate school in Vancouver, B.C. During the same period, he became an Endowed Professor of interactive media at USC's School of Cinematic Arts. Having initiated the establishment of many industry wide global hits over the last 35 years, among which were the franchises Hardball, Test Drive, Medal of Honor, Battlefield, Lord of the Rings and Rock Band, Mr. Frisina is currently an Executive Advisor and past Chairman of thatgamecompany, winner of the 2013 Game of the Year award within the interactive entertainment industry, for its hit title Journey.

Tom Frisina stated, "My role with Imagination Park relates to the depth of my development and creative oversight on delivering to global markets leading-edge interactive digital content. I instinctively knew the initial foray into "reality" products as expressed with VR was going to interest consumers more than monetize them. But Augmented and Mixed Reality, as we see them today, pose a dramatic and boundless potential revenue generator for a company like Imagination Park. The company, with its recently announced joint venture XenoHolographic, is positioned to lead the way for global independent game developers in crafting pioneering content to meet both consumer and business demands for decades."

"Having an accomplished interactive digital media industry icon like Tom Frisina further validates our XenoHolographic business model," said Alen Paul Silverrstieen, President & CEO of Imagination Park. "Tom brings a tremendous amount of experience across all avenues of the electronic and mobile gaming industry, content strategy and international business and will be invaluable to Imagination Park."

## **About Imagination Park**

Imagination Park Entertainment Inc., a publicly traded company in Canada (CSE: IP) and the USA (OTC: IPNFF) is an emerging digital content production company, working with talented filmmakers around the world to bring conventional as well as virtual reality, augmented reality, and mixed reality content to life. The Company headquarters are located in Vancouver, BC, Canada with an office in Studio City, Hollywood, California. Imagination Park has recently expanded into the China market and also maintains local executive representation.

For more information or to explore working with Imagination Park, please email [info@imaginationpark.com](mailto:info@imaginationpark.com), visit [www.imaginationpark.com](http://www.imaginationpark.com), or call (818) 850-2490.

*ON BEHALF OF THE BOARD,*

Alen Paul Silverstieen  
President & CEO

<https://www.facebook.com/imaginationparkentertainment/>

<https://www.instagram.com/imaginationparkentertainment/>

<https://twitter.com/imaginationpent?lang=en>

*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.*