

MEDIA ALERT

“THE MICHAEL BISPING PROJECT” UFC CHAMPION MICHAEL BISPING AND IMAGINATION PARK TO BEGIN FIRST OF ITS KIND PRODUCTION ON VIRTUAL REALITY SERIES FOR UFC

September 21, 2017 - Imagination Park Entertainment (CSE: IP) (OTCQB: IPNFF) (“Imagination Park” or the “Company”) is set to begin production this week with current UFC Middleweight Champion, Michael Bisping. The virtual reality series entitled “The Michael Bisping Project” is a first of its kind for the world of MMA.

The Bisping partnership, which was announced in the spring, will spawn a 6 episode VR series. Imagination Park will have exclusive access to his training camp, behind the scenes activities, as well as the journey leading up to one of the biggest fights in MMA history against UFC legend Georges St-Pierre on November 4th.

Bisping, who is often considered the underdog in many of his fights, is out to prove the critics wrong once again. “I'm excited to work with Imagination Park to bring you the first virtual reality series on a UFC fighter. I invite you to come into my world and take the ride with me, right up to the big fight Nov 4th. This fight has fallen through multiple times. I've been here this whole time waiting - GSP can't hide. Whether it's him or someone else, I'm ready for anyone.”

Production Details: Greg Donis - Executive Producer/ Director. Raphael Rogers - Director /Post Production.
Andy Patch Director/ Cinematographer. Yas Taalat and Gabriel Napora - Executive Producers

“For everyone who's ever wondered what it's like to be the Champion of the UFC, look no further than this virtual reality series. It's the first time a UFC Champion has let anyone into his world leading up to his championship fight. It's wild, emotional and explosive, inside the cage and out. Every clinch, punch and take down - we will be there and so will you! One on one with the Champ, Michael Bisping.” - **Yas Taalat, Imagination Park, Chief Creative Officer**

“Michael is a good friend and one of the most popular athletes in the world today. What makes this VR series unique is that you are thrown into the cage and get to experience something most people never get the chance to do. This VR series is a one of a kind. It is going to be hard hitting, a roller coaster of emotions, and brings us into the wild world of Michael Bisping...the Champ!
-**Gabriel Napora, Imagination Park, Chief Strategy Officer**

“I'm excited to be working side by side with Michael Bisping and Imagination Park Entertainment, bringing viewers into Michael's world through virtual reality - it's a first and will be nothing short of exhilarating from the explosive first episode onward! As a huge sports fan, this is very cool, and one of those firsts that can't be missed!” - **Greg Donis, Producer**

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. Imagination Park has recently expanded into the China market and also maintains local executive representation.

About Michael Bisping: Michael is an English mixed martial artist and actor. He fights in the UFC and is the current UFC Middleweight Champion. He is a former Cage Rage Light Heavyweight Champion, and *The Ultimate Fighter 3* Light Heavyweight Tournament winner. At UFC 78, he became the first English fighter in a UFC main event and at UFC 199, he became the first English fighter to win a UFC championship.

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

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