



XenoHolographic Executes Strategic Partnership with SportTechie; Introducing Augmented Reality Platform to Sports Teams, Arenas and International Brands

Vancouver, CANADA – March 15, 2018 – Imagination Park Entertainment Inc. (CSE: IP) (OTCQB: IPNFF) (FRA: GMS1) (“**Imagination Park**” or “**Company**”) and XenoHolographic Inc., a leading Augmented Reality technology platform company, announced today a sponsorship partnership with SportTechie (www.sporttechie.com), the world’s leading digital media company covering sports technology. As part of this partnership, SportTechie will provide marketing, referral and consulting services to XenoHolographic. Simultaneously, XenoHolographic will sponsor a wide-range of SportTechie’s content subscription platforms. XenoHolographic is a joint venture company between Interknowlogy and Imagination Park.

XenoHolographic is an augmented reality technology pioneer servicing the sports and event industry in North America. XenoHolographic’s augmented reality platform provides sports teams, venues, and brands the capability to generate AR-based fan engagement and leverage artificial intelligence to analyze fan and consumer behavior in real-time.

“Our audience cares deeply about market-leading technology and its positive impact on fan engagement,” said Jim Capuano, Global Head of Partnerships at SportTechie. Jim continued, “We’re proud to make XenoHolographic our premiere technology partner and look forward to introducing their market leading augmented reality and AI solutions in 2018.

“Xeno’s AR technology platform delivers one of the most advanced content management and distribution solutions of holographic mobile experiences for real time measured engagement. By partnering with SportTechie, we will work together to introduce our fan engagement solutions to established brands, sports teams, and venues,” said XenoHolographic Kevin Patrick, Senior Vice President.

XenoHolographic was recently named the exclusive AR and AI mobile app platform for the Aurora Games, a new multi-esports, all women's global competition created by sports management icon Jerry Solomon. The Aurora Games Mobile App is a white label version of **XenoPlay** featuring 3D content managed in the **XenoCloud** with live streaming capability, real-time tracking of event scoring and the ability for fans to collect AR holographic content, which may be traded amongst fans as “Trading AR Collectibles” integrated with XenoHolographic’s proprietary Blockchain platform.

About XenoHolographic: XenoHolographic, a joint venture with Imagination Park Entertainment (CSE:IP), delivers products, services and content focused on enabling holographic mobile experiences within augmented and mixed reality. Founders of XenoHolographic have provided enterprise technology solutions to clients including Microsoft, CNN, Converse, NASA, Nike and many other Fortune 500. XenoHolographic is a joint venture company between Interknowlogy and Imagination Park Entertainment Inc., which is a public company (OTCQB:IPNFF; CSE:IP).

About SportTechie: SportTechie provides decision makers the information and insights they need to shape and navigate the burgeoning intersection of technology and sports.

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About Imagination Park

Imagination Park Entertainment Inc. (CSE: IP, OTCQB: IPNFF) is a globally recognized powerhouse in digital content creation and distribution. Partnering with exceptional, industry-leading filmmakers, producers and technologists, Imagination Park specializes in building unique and transformational experiences for film, as well as virtual, augmented and mixed reality.

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.

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.