

Second IFL Team Adopts Imagination Park's Augmented Reality Solution

Arizona Rattlers to Launch AR Promos at Home Games and throughout the City of Phoenix

VANCOUVER, Jan. 22, 2019 /CNW/ - **Imagination Park Entertainment Inc. (CSE: IP) (OTC: IPNFF) (the "Company")** today announced that it has been contracted by the [Indoor Football League's](#) (IFL) [Arizona Rattlers](#) to provide an augmented reality (AR) experience to new and existing fans via the Company's XenoHolographic™ product suite. The Arizona Rattlers are the second IFL team to license Imagination Park's XenoHolographic solution, after the Tucson Sugar Skulls.

"Our fans will be treated to an augmented reality experience on their phones that will provide a unique game day promotion in a way never before seen," said Arizona Rattlers' President Chris Presson. "Imagination Park created an AR platform we can use to manage our AR programs ourselves and keep content fresh and up-to-date."

"We are thrilled to land our second IFL account, and we continue to talk to many professional sports organizations that want to leverage augmented reality to improve their pre-, post- and in-game experience for fanbases across North America," said Alen Paul Silverstieen, CEO of Imagination Park. "The Arizona Rattlers will be among the initial teams to deploy a complete AR experience. Their fanbase should be very excited to be among the first to see the future of live sports."

The Rattlers (or any team or brand) can develop interactive AR content to measure and understand how fans engage with their sponsors and team through their mobile devices. Then use this information to further develop or refine campaigns, redeploying through their preferred channels including: games, scavenger hunts, sweepstakes and bringing any real existing object to life. For example, playing a video highlight reel when the phone is placed over a game day program.

To get a better sense of what the fans will see, download XenoPlay™ from your app store and check out the demo on www.imaginationpark.com.

About the Arizona Rattlers' Augmented Reality Initiatives

Arizona Rattlers' fans can simply point their phone at objects in the [Talking Stick Resort Arena](#) (home of the Arizona Rattlers) or around various locations throughout Phoenix to display promotions, videos, e-digital collectibles and learn more about their favorite team.

The Imagination Park XenoHolographic™ product suite provides the Rattlers access to their own CMS (Content Management System) with XenoCloud™, automatic conversion of 2D/3D objects into dynamic AR objects for iOS and Android, virtual AR-based scavenger hunts, and consumer engagement reporting to refine campaigns and further engage users.

About the Arizona Rattlers

The Arizona Rattlers were founded in 1992, and are proud members of the Indoor Football League (IFL). In the two seasons that the Rattlers have been in the IFL, they have won one championship in 2017 and was in the conference championship last season. The Rattlers spent 24 seasons in the Arena Football League (AFL), and in that time made ten appearances in the ArenaBowl, winning in 2014, 2013, 2012, 1997 and 1994. For tickets, call 602-514-TDTD (8383), or visit www.azrattlers.com.

About Imagination Park

Imagination Park Entertainment creates engaging and interactive holographic content delivered by its cloud-based augmented reality enterprise platforms. The Company provides augmented reality products for mobile phones and wearable headsets, as well as rapid deployment of AR solutions, without the need for developers, while integrating artificial intelligence.

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ON BEHALF OF THE BOARD

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We encourage you to do your own due diligence and ask your broker if Imagination Park Technologies Inc. (cse: IP) is suitable for your particular investment portfolio.*

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.

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For further information: or to explore working with Imagination Park, please email info@imaginationpark.com, or visit www.imaginationpark.com. Contact: Sean Peasgood, Investor Relations, (647) 560-9201, sean@sophiccapital.com

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