

# Sports Market Executive to Advise Imagination Park

VANCOUVER, March 25, 2019 /CNW/ - **Imagination Park Technologies Inc. (CSE: IP) (OTC: IPNFF)** today announced that Mark Silver has become an advisor to the Company. Mr. Silver, who is currently serving as the Chief Digital Officer for the Canadian Soccer Business, will advise Imagination Park on its augmented reality technology platform.

"I have been at the intersection of customer engagement and technology my entire career, directly involved in launching innovative marketing and entertainment experiences," said Mr. Silver. "I am looking forward to advising Imagination Park on how their intuitive AR platform can accelerate the go-to-market process for brands while heightening customers' live engagement and experience to form deeper brand connections."

"Adding a technology executive of Mark Silver's experience and reputation as an advisor significantly improves our understanding of transformative fan-centric digital experiences," said Alen Paul Silverstieen, CEO and President of Imagination Park. "Mark has had one of the most influential sports technology careers in Canada for the past decade, so his knowledge of the digital engagement landscape should advance market opportunities for Imagination Park and the XenoHolographic augmented reality platform."

Recently, the Company has also shifted its AR platform technology development to Canada and launched its content concierge services organization for its clients. Mr. Silver will be advising the Company on the advancement of the technology.

## Mark Silver's Professional Background

Mr. Silver is currently Chief Digital Officer for the Canadian Soccer Business which includes the brand new Canadian Premier League, Canada's top-tier professional soccer league, its clubs and its venues. His name is synonymous with Canada's largest digital media sports initiatives. He was one of the first employees of the Bell/Rogers Olympic Media Consortium where he helped create the digital standard for Olympic broadcasting in Canada for the Vancouver 2010 Olympic Games. Following this success, he was appointed Head of Digital for the 2012 London Olympic Games broadcast. He then remained with Bell Media, and as Head of Digital for TSN he was given the responsibility of transforming the digital business of Canada's sports leader. During his tenure, TSN re-launched every digital platform, most notably [TSN.ca](http://TSN.ca) and the TSN app.

In 2014, Mr. Silver started Stadium Digital with a mission to bring world-class fan engagement platforms and media solutions to Canada's top sports properties. The company forged successful long-term partnerships with more than 80 of Canada's top professional leagues, teams and national sports federations. In 2018 Stadium Digital was wholly acquired by the Canadian Soccer Business.

Mr. Silver earned an MBA from the Schulich School of Business in Toronto where he remains involved as an active instructor, guest speaker and mentor. In 2013, he was named "5 to Watch" in the Canadian Sports Business by George Brown College.

## About Imagination Park

Imagination Park Technologies Inc. (CSE: IP) (OTC: IPNFF) is an augmented reality (AR) platform that enables 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. The AR Enterprise platform supports both IOS and Android mobile devices and upcoming wearable technologies.

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

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*We encourage you to do your own due diligence and ask your broker if Imagination Park Entertainment 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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