



Erie SeaWolves Sign Deal with Imagination Park to Bring Augmented Reality Experiences to Fan Base

AR Platform Enables MLB Detroit Tigers Double-A Affiliate New Revenue Stream and Exciting Fan Interaction

VANCOUVER and ERIE, PA, May 2, 2019 /CNW/ - [Imagination Park Technologies Inc. \(CSE: IP\) \(OTC: IPNFF\)](#), the company bringing augmented reality (AR) experiences to consumers and sports fans globally, today announced that the [Erie SeaWolves](#) have signed a deal that will bring augmented reality experiences to the [UPMC Park](#) and the city of Erie, Pennsylvania. The Detroit Tigers Double-A Affiliate will be among the first [Minor League Baseball](#) (MiLB) to utilize AR for fan engagement on their iOS or Android mobile devices.

"We are always looking for ways to improve fan engagement and AR is a fun way for the team to connect to our fans using their mobile phones. We want AR for promotions and sponsorships to engage fans in new ways," said Greg Coleman, President of the Erie SeaWolves. "What made it even more of a no-brainer was that we could manage the entire experience using our own staff at an extremely affordable cost."

The Imagination Park platform requires absolutely no programming or even technical ability to design, manage or implement highly sophisticated AR campaigns. The team can utilize its library of images or videos to appear on mobile device as holograms, coupons, video highlights and more. The SeaWolves plan to include Pokémon Go-like scavenger hunts at UPMC Park where fans can collect digital collectibles with the chance to win prizes including game tickets and SeaWolves gear.

"Augmented reality will have a profound impact on the way fans watch live games," said Jonathan Mariner, Imagination Park Advisor, former CFO of [MLB](#) and one of Sports Illustrated's 10 Most Influential Minorities in Sports. "Instead of being glued to your seats and just watching, fans will actually interact with images, logos, statues, landscapes, players and more. AR encourages people to get out of their seats and explore the stadium and what it has to offer, ultimately increasing concessions."

About Imagination Park

Imagination Park Technologies Inc. (CSE: IP) (OTC: IPNFF) is an augmented reality (AR) platform that enables businesses of any size to create and implement their own AR campaigns with no programming or technology experience. Every organization, from professional sports franchises to small retailers, can develop interactive AR campaigns that blend the real and digital worlds. Customers simply point their mobile device at logos, signs, buildings, products, landmarks and more to instantly engage videos, information, advertisements, coupons, 3D holograms and any interactive content all hosted in the cloud and managed using a menu-driven portal. Integrated real-time analytics means that all customer interaction is tracked and measured in real-time. 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, or visit www.imaginationpark.com.

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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 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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