

Basketball Hall of Fame Selects Imagination Park's Augmented Reality Solution

Basketball HOF to Launch First-Ever AR Fundraising Program this Summer

VANCOUVER, May 8, 2019 /CNW/ - **Imagination Park Entertainment Inc. (CSE: IP) (OTC: IPNFF) (the "Company")** today announced that it has been contracted by the Naismith Memorial Basketball Hall of Fame to provide an augmented reality (AR) experience as part of its fundraising initiatives via the Company's XenoHolographic™ product suite. The Basketball Hall of Fame is the first sports museum to license Imagination Park's XenoHolographic™ solution.

"Our supporters will be treated to an augmented reality experience on their mobile phones in which Hall of Famers will deliver a personal message about the Hall of Fame," said Scott Zuffeleta Vice President of Philanthropy, "Imagination Park created an AR platform that allows the Basketball Hall of Fame to easily manage our AR fundraising programs internally and keep content fresh and up-to-date."

"We are truly honored to be selected by the Basketball Hall of Fame to provide AR as a function of their fundraising campaign this year which will feature some of the greatest basketball stars in history as AR holographic experiences," said Alen Paul Silverstien, CEO of Imagination Park. "This fundraising campaign will expose a significant number of sports fans to the XenoPlay™ mobile app and provide fans with a fun interactive way to assist the Hall of Fame in achieving their fundraising goals this year."

The Naismith Memorial Basketball Hall of Fame (or any museum) can develop interactive AR content to measure and understand how donors engage with their fundraising programs utilizing their mobile devices. They can use this information to further develop or refine campaigns, redeploying through their preferred channels.

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 Naismith Memorial Basketball Hall of Fame

Located in Springfield, Massachusetts, the city where basketball was born, the Naismith Memorial Basketball Hall of Fame is an independent non-profit 501(c)(3) organization dedicated to promoting, preserving and celebrating the game of basketball at every level – men and women, amateur and professional players, coaches and contributors, both domestically and internationally. The Hall of Fame museum is home to more than 400 inductees and over 40,000 square feet of basketball history. Nearly 200,000 people visit the Hall of Fame museum each year to learn about the game, experience the interactive exhibits and test their skills on the Jerry Colangelo "Court of Dreams." Best known for its annual marquee Enshrinement Ceremony honoring the game's elite, the Hall of Fame also operates over 70 high school and collegiate competitions annually throughout the country and abroad. For more information on the Basketball Hall of Fame organization, its museum and events, visit www.hoophall.com, follow @hoophall or call 1-877-4HOOPLA.

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.



Basketball Hall of Fame (CNW Group/Imagination Park Technologies Inc.)

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