

# Louisville Bats Minor League Baseball Team Sign Deal with Imagination Park to Deliver Augmented Reality Experiences to Fan Base in 2020

## *ImagineAR™ Platform Enables Triple-A affiliate of the Cincinnati Reds New Sponsorship Revenue Stream and Exciting Fan Interaction*

VANCOUVER and ERIE, PA, Dec. 3, 2019 /CNW/ - [Imagination Park Technologies Inc.](#) (CSE: IP) (OTC: IPNFF), the company bringing augmented reality (AR) experiences to consumers and sports fans, today announced that the Louisville Bats have signed a deal that will bring augmented reality experiences to the Louisville Slugger Field and the city of Louisville, Kentucky for the 2020 season. The Cincinnati Reds Triple-A MLB affiliate will be among the first Triple-A teams to utilize AR for fan engagement on their iOS or Android mobile devices.

"The Bats are excited to partner with ImagineAR™ to create some fun augmented experiences for our fans. We're looking forward to using this emerging technology to not only enhance the fan experience, but also create new opportunities for our partners to engage with our fans," said Vic Gregovits, President of the Louisville Bats.

Alen Paul Silverstien, CEO of Imagination Park, stated "We are excited to have our first Triple-A Baseball Team which plays in Louisville, Kentucky to use our self-service Augmented Reality Platform for sponsorships, fan activation and engagement."

The ImagineAR™ platform requires absolutely no programming or even technical ability to design, manage or implement highly sophisticated AR campaigns. The team can utilize their library of images or videos appear on the mobile device as holograms, coupons, video highlights and more. The Louisville Bats plan to include Augmented Reality scavenger hunts at Louisville Slugger Field where fans can collect digital collectibles with the chance to win prizes including game tickets and Bats gear. Visit [ImagineAR.com](#) to learn more.

### **About Louisville Bats**

The Louisville Bats are a professional Minor League Baseball team based in Louisville, Kentucky. They play in the International League as the Triple-A affiliate of the Cincinnati Reds. The Bats play their home games at Louisville Slugger Field which opened in 2000. For more information, Visit <https://www.milb.com/louisville>.

### **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.

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**ON BEHALF OF THE BOARD**

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**President & CEO**

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<https://twitter.com/IPtechAR>

<https://www.facebook.com/imaginationparktechnologies>

<https://www.instagram.com/iptechar>

*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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**For further information:** 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).

CO: Imagination Park Technologies Inc.

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