

Former EVP, Head of Universal Music Group and Brands-USA Joins Advisory Board of Imagination Park Technologies

Vancouver, CANADA – February 11 , 2020 – [Imagination Park Technologies Inc. \(CSE: IP\) \(OTC: IPNFF\)](#) today announced that Mike Tunnicliffe has joined the Company as a Senior Advisor to the CEO. Mr. Tunnicliffe previously served as EVP, Head of Universal Music Group and Brands-USA. He led Universal Music Group and Brands (UMGB), a music strategy, partnerships and activation division that works closely with all UMG labels, artists and their managements to deliver transformational music-based marketing solutions for brands as well as create new marketing and revenue opportunities for UMG's artists and labels. Mike, with his team, worked with many Marquee brands including: American Express, Marriott, American Airlines, Honda, Citi, Mars/M&M's and brokered partnerships with multiple high profile artists including: The Weeknd, Imagine Dragons, X- Ambassadors, Shawn Mendez, Carly Rae Jepsen, Keith Urban & Nick Jonas.

"I am delighted to be joining the advisory board of Imagination Park which I believe has the potential to transform music & entertainment related properties into unique immersive experiences for fans and consumers across the globe", stated Mr. Tunnicliffe.

"Mike brings a tremendous track record of success in the Music and Entertainment Market for decades," said Alen Paul Silverstien, CEO and President of Imagination Park. "Working with high-profile musical artists and entertainment properties is the perfect avenue for delivering Augmented Reality experiences to fans around the globe. We are thrilled to have Mike join our team and merge ImagineAR™ with music."

Mike Tunnicliffe Professional Background

Mike has spent most of his career working with brands in a variety of senior positions at major global advertising and media agencies. Immediately prior to joining UMG, Mike was the global Chief Growth & Marketing Officer at WPP's GroupM, the world's largest Media Investment Management business where he had responsibility for major business development and revenue growth across the group as well as overseeing the groups specialist content, data and entertainment marketing teams. Prior to joining GroupM in September 2010, Mike spent the previous few years as an entrepreneur developing new businesses at the intersection of brands, entertainment and digital.

His opinion is frequently sought to help shape the debate on innovation, brands & entertainment – and in particular, partnerships and associations between brands, entertainment properties and new platforms. His multi-faceted background comes with significant hands-on experience across multiple client sectors, having worked in key countries / global regions with clients in many categories including CPG, financial services, automotive, entertainment, tech and more. He has also been a keynote speaker, chair or panelist

at leading advertising and entertainment industry conferences, including MIDEM, MUSEXPO, Advertising Week, The Advertising Clios, Cannes Lions and many others

He has served on the board of the leading environmental not-for-profit group Rock The Earth. He is also a member of PTTOW! an invitation only community for CEO's, CMO's and Icons in the brands and culture business.

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.