



# ImagineAR (OTCQB:IPNFF) Selected by 13 Sports Organizations and Media Broadcasters on Hype Sports Innovation Draft Day

ImagineAR Selections Include Sinclair Broadcast Group, Rogers Sports & Media, Vegas Knights, Philadelphia Phillies, Minnesota Vikings

VANCOUVER, BC and ERIE, Pa., April 1, 2021 /CNW/ - [Imagine AR Inc.](#) (CSE: IP) (OTCQB: IPNFF) ("ImagineAR" or "Company") an Augmented Reality Company that enables sports teams, businesses and enterprises to instantly create their own AR mobile campaigns, is pleased to announce that thirteen different Sports Teams, Federations and Media Broadcasters selected ImagineAR during the Hype Sports Innovation Draft Day on March 31, 2021.

"Today's Hype Sports Innovation Draft Day was a historic event for the stakeholders of ImagineAR that goes beyond the selection of 13 rights holders representing a worldwide list of sports federations, teams, and media broadcast groups," said Neal Bendesky, ImagineAR's VP of Sports. "We are appreciative to Ryan McCumber and the Hype team for offering this unique opportunity for emerging start-ups to help these partners to adjust and innovate after the pandemic. Our augmented reality platform is an effective tool to assist the sports, music, retail and entertainment industries imagine and adapt to blaze a new trail for their business models. Thanks to Hype, we can now grow our brand and activate AR solutions for worldwide clients including:"

**NFL:** Minnesota Vikings

**MLB:** Philadelphia Phillies

**NHL:** St. Louis Blues, Vegas Golden Knights

**World Governing Body of Cricket:** International Cricket Council (ICC)

**World Governing Body of Football:** Deutscher Fußball-Bund (DFB)

**Bundesliga:** 1. FC Köln

**Leading provider of Local Sports & News (USA):** Sinclair Broadcast Group

**Leading provider Mass Media & Sports Properties (Canada):** Rogers Sports & Media

**Serie A (Top flight of Italian Football):** Bologna FC

**Uruguayan Primera Division:** C.FdeF

**MLS & USL:** Inter Miami

**Categoria Primera A:** Atletico Nacional

HYPE Sports Innovation has built the largest global ecosystem in sports innovation. With over 40,000 members, including retail brands, athletic clubs, federations and academia together with over 11,000 startups, HYPE has an unrivalled capacity for outreach to global partners across all sectors in this highly diverse field.

## GrubHub WebAR Live Streaming Concert with Megan Thee Stallion (Billboard March 29, 2021)

As per the Billboard Article published on March 29, 2021, '*Megan Thee Stallion, Noah Cyrus and King Princess Take Over GrubHub Sound Bites Interactive Concert*', Noah Cyrus, King Princess and Megan Thee Stallion came together for GrubHub Sound Bites's first-ever immersive AR livestream concert. The free event, which virtually took place on March 26, honored Women's History Month and World Central Kitchen.

As part of the ImagineAR experience, fans were encouraged to scan customized QR codes that appeared throughout the show to receive special discounts and perks. Those included a chance to win a meet-and-greet with each artist, seeing behind-the-scenes footage, winning a \$5 perk to place orders and chances to win a GrubHub gift card.

Within the first 48 hours following the livestream, over 10 million viewers have engaged with the content while driving over 160k interactions from the QR's scan engagement.

"This was ImagineAR's first successful WebAR event for First Tube Media and probably the biggest music live streaming WebAR event in history" according to Alen Paul Silverstein, CEO of ImagineAR.

## ImagineAR Issues Stock Options to Directors and Officers

Imagine AR announces that on April 1, 2021 the Company granted 1,500,000 stock options to directors and officers of the Company. These stock options are granted in accordance with the terms of the stock option plan of ImagineAR Inc. The options will vest 50% on the date of grant with the remainder vesting in 90 days and each option entitles the holder thereof to purchase one (1) common share of ImagineAR Inc. at a price of \$0.41 per common share for a period of three (3) year.

## About ImagineAR <http://www.imaginear.com>

ImagineAR Inc. (CSE: IP) (OTC: IPNFF) is an augmented reality (AR) platform, [ImagineAR.com](http://www.imaginear.com), 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. The AR Platform is available as an SDK Plug-in for existing mobile apps.

**All trademarks of the property of respective owners.**

## ON BEHALF OF THE BOARD

**Alen Paul Silverstein**

**President & CEO**

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<https://twitter.com/IPtechAR>

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**The CSE has not reviewed and does not accept responsibility for the adequacy or accuracy of this release.**

## Forward-Looking Information and Statements

This press release contains certain "forward-looking information" within the meaning of applicable Canadian securities legislation and may also contain statements that may constitute "forward-looking statements" within the meaning of the safe harbor provisions of the United States Private Securities Litigation Reform Act of 1995. Such forward-looking information and forward-looking statements are not representative of historical facts or information or current condition, but instead represent only the Company's beliefs regarding future events, plans or objectives, many of which, by their nature, are inherently uncertain and outside of the Company's control. Generally, such forward-looking information or forward-looking statements can be identified by the use of forward-looking terminology such as

"plans", "expects" or "does not expect", "is expected", "budget", "scheduled", "estimates", "forecasts", "intends", "anticipates" or "does not anticipate", or "believes", or variations of such words and phrases or may contain statements that certain actions, events or results "may", "could", "would", "might" or "will be taken", "will continue", "will occur" or "will be achieved". The forward-looking information and forward-looking statements contained herein may include, but is not limited to, information concerning the ability of the Company to generate revenues, roll out new programs and to successfully achieve business objectives, and expectations for other economic, business, and/or competitive factors.

By identifying such information and statements in this manner, the Company is alerting the reader that such information and statements are subject to known and unknown risks, uncertainties and other factors that may cause the actual results, level of activity, performance or achievements of the Company to be materially different from those expressed or implied by such information and statements. In addition, in connection with the forward-looking information and forward-looking statements contained in this press release, the Company has made certain assumptions. Among the key factors that could cause actual results to differ materially from those projected in the forward-looking information and statements are the following: changes in general economic, business and political conditions, including changes in the financial markets; changes in applicable laws; compliance with extensive government regulation. Should one or more of these risks, uncertainties or other factors materialize, or should assumptions underlying the forward-looking information or statements prove incorrect, actual results may vary materially from those described herein as intended, planned, anticipated, believed, estimated or expected.

Although the Company believes that the assumptions and factors used in preparing, and the expectations contained in, the forward-looking information and statements are reasonable, undue reliance should not be placed on such information and statements, and no assurance or guarantee can be given that such forward-looking information and statements will prove to be accurate, as actual results and future events could differ materially from those anticipated in such information and statements. The forward-looking information and forward-looking statements contained in this press release are made as of the date of this press release, and the Company does not undertake to update any forward-looking information and/or forward-looking statements that are contained or referenced herein, except in accordance with applicable securities laws. All subsequent written and oral forward-looking information and statements attributable to the Company or persons acting on its behalf is expressly qualified in its entirety by this notice.

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