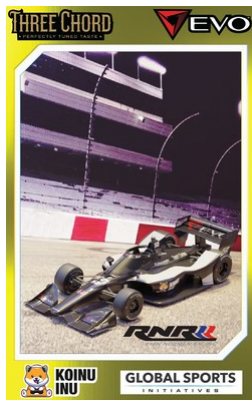


Global Sports Initiatives Partners with Ryan Norman Racing to Deliver an Immersive AR Fan Experience for the Honda Indy 200 at Mid-Ohio on July 2-4, 2021

Fans Use the ImagineAR (OTCQB: IPNFF) Mobile App to Experience the Ryan Norman Racing 3D IndyCar & Collect a Limited-Edition Reward Card

VANCOUVER, BC and ERIE, Pa., July 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 Global Sports Initiatives partnered with Ryan Norman Racing to Deliver a Unique AR Experience for the Honda Indy 200 at Mid-Ohio on July 2-4, 2021.



Limited Edition Reward Card (CNW Group/ImagineAR Inc.)

"Global Sports Initiatives (GSI) is very humbled and excited to partner with up-and-coming IndyCar driver Ryan Norman/ No. 52 car with Dale Coyne Racing at the Mid-Ohio IndyCar race on July 4th. GSI is thrilled to use our technology suite to increase fan engagement and loyalty as well as provide a global platform for Ryan and his sponsors at a classic IndyCar event. Supporting young athletes and helping them climb the ranks by using new technologies is a major objective of GSI," according to Kevin Meredith, CEO/Founder of GSI.

John Norman, CEO of EVO, stated "I'm excited to have Ryan be part of launching a new technology and platform to help promote his racing sponsors."

Fans using the ImagineAR mobile app can place the 3D IndyCar at their location, take video & pics to instantly share in social media. The limited-edition gold framed reward card will be delivered to each fan's phone that engages the AR.

About Global Sports Initiatives

Global Sports Initiatives, Inc. ("GSI") markets to Sports, Esports, and Leagues throughout the world to create exponentially advanced novel revenue streams by cost efficiently transitioning stadiums and venues into "Smart" content production studios. Our "digital infrastructure as a monetization service" leverages best of breed technology to engage fans both in venues and at home. All globally distributed content can be accessed via second screen AR, embedded with eCommerce, as well as integrated with social media. GSI provides the future of fan engagement with athletes, teams, leagues and their sponsors. To learn more about Global Sports Initiatives, Inc. please email kevin@globalsportsinitiatives.com or visit: <https://globalsportsinitiatives.com>

About ImagineAR

ImagineAR Inc. (CSE: IP) (OTC: IPNFF) is an augmented reality (AR) platform, 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.

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ON BEHALF OF THE BOARD

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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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For further information: or to explore working with Imagination Park, please email info@imaginear.com, or visit www.imaginear.com.

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