

ImagineAR (OTCQB: IPNFF) Announces Bill Priakos, Former President of Merchandising for the NFL Dallas Cowboys, as Advisor to CEO to Grow Sports & Retail Metaverse Business

VANCOUVER, BC, Sept. 19, 2022 /CNW/ - [ImagineAR](#) (CSE: IP) (OTCQB: IPNFF) a metaverse company that enables sports teams, brands and businesses to create their own mobile phone immersive AR campaigns, is pleased to announce that Bill Priakos has joined the Company as an Advisor to the CEO for the purposes of launching Immersive AR engagements in the global sports and retail marketplace. Mr. Priakos is the current owner of [WHP2 Consulting LLC](#) and was the former President of Merchandising for the NFL Dallas Cowboys for over 20 years. ImagineAR believes Mr. Priakos will significantly accelerate the Company's presence in both live sports and retail merchandise markets.

Bill Priakos said; "This is one of the most unique fan interactions I have ever experienced in my career. In professional sports, teams are focused on *micro-moments* with integrated marketing campaigns to sell merchandise. Integrating mobile augmented reality to deliver instant *micro-moments* campaigns directly into phones of fans to drive sales is truly a gamechanger."

"AR also creates a new level of inventory for team sponsorship to sell to existing and new potential partners. This could be the stepping stone for teams to drive significant revenue in the metaverse", according to Mr. Priakos.

"Bill Priakos is an icon in sports merchandising and considered a thought leader by many sports organizations around the world. He recognizes the innovative potential of integrating Augmented Reality with sports merchandise as well as a key technology for fan engagement in the metaverse," said Alen Paul Silverstieen, CEO and President of Imagine AR.

This press release is available on the Company's [AGORACOM Discussion Forum](#), a moderated social media platform that enables civilized discussion and Q&A between Management and Shareholders.

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.

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ON BEHALF OF THE BOARD

Alen Paul Silverstieen
President & CEO

(818) 850-2490

<https://twitter.com/IPtechAR>

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

<https://www.linkedin.com/company/imagination-park-technologies-inc>

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.

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