

URBANA CORPORATION

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News Release

TSX: URB.A

URBANA CORPORATION – NORMAL COURSE ISSUER BID PURCHASES

Toronto, Ontario – Friday, July 6th, 2012 – Urbana Corporation has now completed the purchases allowed under a Normal Course Issuer Bid (“NCIB”) for 6,636,033 of the company’s Class “A” shares (TSX: URB.A).

The buyback and cancellation of these shares, combined with the previous amount authorized and purchased now totals 17,150,953 “A” shares, leaving 60,375,067 “A” shares outstanding.

Urbana Corporation will be able to re-apply for further NCIB purchases in late August 2012.

Urbana’s investment portfolio now combines publicly traded and private holdings, with a current focus on financial services.

On behalf of the Board of Directors.

Please contact Elizabeth Naumovski, Investor Relations at 416-595-9106 for further information.

CLARIFICATION RE ABOVE PRESS RELEASE:

All of the above shares purchased were bought at discounts from asset values ranging from \$0.65 to \$0.82 per share.