

URBANA CORPORATION

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News Release

TSX: URB.A

URBANA CORPORATION – NORMAL COURSE ISSUER BID PURCHASES

Toronto, Ontario – Tuesday, July 9th, 2013 – Urbana Corporation (“Urbana”) has now completed the purchases allowed under a Normal Course Issuer Bid (“NCIB”) of 5,989,067 of the company’s Class “A” shares (TSX: URB.A) at an average price of \$1.18 per share. The dollar amount of the repurchased shares totals \$7,076,437.

Urbana’s buyback and cancellation of URB.A shares, combined with the previous amounts purchased, now totals 24,476,902 shares, leaving 54,386,000 URB.A shares currently outstanding.

Urbana Corporation will be able to re-apply for further NCIB purchases in late August 2013.

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

On behalf of the Board of Directors
Thomas S. Caldwell, C.M.

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