

# URBANA CORPORATION

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**News Release**

**TSX: URB, URB.A**

## **URBANA CORPORATION – RESPONSE TO NEW NYX BID**

Toronto, Ontario – Friday, April 1<sup>st</sup>, 2011 – Urbana Corporation ("Urbana") (TSX: URB, URB.A) announces that NASDAQ OMX Group Inc. and the IntercontinentalExchange Inc. propose to acquire NYSE Euronext ("NYX") for \$42.50 in a combination of cash and shares.

The proposed bid represents an approximate premium of 19 percent to the Deutsche Boerse proposal.

Urbana Corporation holds 1,800,000 shares of NYX, representing approximately 40 percent (\$62.4 million) of Urbana's investment portfolio.

Please contact:

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