

URBANA CORPORATION

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News Release

TSX and CSE: URB, URB.A

Urbana Corporation Increases its Investment in Real Matters Inc.

Toronto, Ontario – Monday, April 4th, 2016 – **Urbana Corporation** ("Urbana") (TSX and CSE: URB, URB.A) is pleased to announce it has increased its investment in **Real Matters Inc.** ("Real Matters") by \$2.479 million. Urbana's Real Matters investment is now valued at \$23.6 million.

"Ever since Urbana's initial investment, we have been impressed with Jason Smith and the Real Matters team. They have consistently achieved their objectives and done an excellent job of keeping their shareholders apprised of their progress," says Thomas S. Caldwell, Chairman of Urbana Corporation. "We believe that Real Matters' recently announced expansion into the mortgage title and closing business will mark the beginning of the transformation of this industry in America."

This recent investment is Urbana's fourth share purchase in Real Matters since December 2013. The cost of Urbana's stake in Real Matters is \$10.55 million.

About Real Matters

Real Matters, one of North America's fastest-growing and most innovative technology companies, has a proprietary, cloud-based real estate technology platform and network of more than 100,000 qualified independent field agents. The company optimizes the management of critical, regulated real-estate processes such as appraisals, insurance inspections, title search and mortgage closings. Real Matters serves the North American mortgage industry through Solidifi, Linear Title & Closing, and Southwest Financial Services, and the property and casualty insurance industry through iv3CUS. Solidifi is a leading independent provider of residential real estate appraisals to the mortgage market and Linear is a top-five independent provider of title and mortgage closing services in America. The company's customers include 60 of the top 100 lenders and some of the largest insurance companies in America. Established in 2004, Real Matters has offices in Buffalo (NY), Cincinnati (OH), and Middletown (RI), and Markham (ON). For more information, visit www.realmatters.com.

About Urbana Corporation

Urbana Corporation is a closed-end investment company with current interests across the financial services sector from exchanges to banks to broker dealers and investment managers.

The goal of Urbana Corporation is to generate long term asset growth through a combination of public and private investments. The mix of an actively managed, liquid portfolio with private equity investments ensures non committed assets are productively employed as we seek out and evaluate opportunities in the non-public sphere. Many of the latter investments take time to mature and typically encompass high risk/high return characteristics.

Urbana Corporation, as a result of its permanent capital base, has both the scope and flexibility to act quickly as opportunities arise.

On behalf of Urbana's Board of Directors,
Thomas S. Caldwell, C.M.

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

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