

# 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 – Tuesday, November 1<sup>st</sup>, 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 \$1.6 million through the purchase of shares from existing shareholders. Real Matters has a proprietary 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 is run by bright and talented individuals who can execute on their ideas," says Thomas S. Caldwell, Chairman of Urbana Corporation. "We believe that our increasing investment in Real Matters can be of significant benefit to our shareholders in the future."

This recent investment is Urbana's fifth share purchase in Real Matters since December 2013. The cost of Urbana's stake in Real Matters is \$12.2 million.

Urbana's permanent capital base allows it to act quickly as opportunities arise.

### **About Urbana Corporation**

Urbana Corporation is a diversified investment corporation with a current focus across the financial services sector from exchanges to banks to broker dealers, investment managers and information services.

The long-term goal of Urbana is to seek and acquire investments for income and capital appreciation through a combination of public and private investments. The mix of an actively managed portfolio of publicly traded securities with private equity investments ensures non-committed assets are productively employed as we seek out, evaluate and participate in opportunities within the non-public sphere.

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

### **Forward-Looking Information**

*Certain information contained in this press release constitutes forward-looking information, which is information relating to possible events, conditions or results of operations which are based on assumptions about future economic conditions and courses of action and which are inherently uncertain. All information other than statements of historical fact may be forward-looking information. Forward-looking information is often, but not always, identified by the use of words such as "seek", "anticipate", "budget", "plan", "continue", "estimate", "expect", "forecast", "may", "will", "project", "predict", "potential", "target", "intend", "could", "might", "should", "believe", and similar words or phrases (including negative variations) suggesting future outcomes or statements regarding an outlook. Forward-looking information involves known and unknown risks, uncertainties and other factors that may cause actual results or events to differ materially from those anticipated in such forward-looking information. Urbana believes that the expectations reflected in the forward-looking information are reasonable but no assurance can be given that these expectations will prove to be correct. Some of the risks and other factors which could cause results to differ materially from those expressed in forward-looking information contained in this press release are described in Urbana's most recently-filed MD&A and Annual Information Form. Any forward-looking information in this press release is provided as at the date of this press release, based upon the opinions and estimates of management and information available to management as at the date of this press release. Urbana undertakes no obligation to update publicly or revise any forward-looking information, whether as a result of new information, future events or otherwise, except as required by law. Readers are cautioned not to place undue reliance on forward-looking information contained in this press release.*