

URBANA CORPORATION

/NOT FOR DISTRIBUTION TO U.S. WIRE SERVICES
OR FOR DISSEMINATION IN THE U.S./

News Release

TSX and CSE: URB, URB.A

URBANA CORPORATION APPOINTS NEW CHIEF FINANCIAL OFFICER

Toronto, Ontario – Friday November 11th, 2016 – **Urbana Corporation** ("Urbana") (TSX and CSE: URB, URB.A) announced today the appointment of Sylvia Stinson, CPA, CA as Chief Financial Officer of Urbana. Ms. Stinson's appointment is effective today. She will succeed Jean Ponter, who is retiring at the end of the year.

"We thank Ms. Ponter for her years of service to Urbana. Jean has been with us since our early days and has been a key factor in Urbana's growth over the years", said Thomas S. Caldwell, President of Urbana.

Ms. Stinson brings with her a wealth of experience in investment fund and public company accounting and reporting. Prior to joining Urbana, she was the Executive Vice-President and Chief Financial Officer at a prominent long standing Canadian asset management firm, where she held various management positions of increasing responsibility from 1987 to 2015. Previously, Ms. Stinson was a Senior Staff Accountant at Ernst & Young. Ms. Stinson holds a Bachelor of Commerce degree from the University of Toronto.

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.