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Armada announces Q1 2016 Results

Mississauga, Ontario, October 29, 2015 - Armada Data Corporation (TSX.V: ARD) reports its interim financial results for the quarter ended August 31, 2015 have now been filed on Sedar and are available to view on the Company's website www.ArmadaData.com as well as on Sedar at www.Sedar.com .

Selected Quarterly Information

Fiscal Year	**2016**	**2015**	**2015**	**2015**	**2015**	**2014**	**2014**	**2014**
Quarter	Aug-31	May-31	Feb-28	Nov-30	Aug-31	May-31	Feb-28	Nov-30
Ended	2015	2015	2015	2014	2014	2014	2014	2013
Total Revenue	528,853	463,056	466,797	526,884	552,035	437,930	501,013	618,715
Comprehensive Income (Loss)	70,175	(505,629)	(52,028)	(71,214)	(11,563)	(289,672)	(75,815)	(18,370)
Comprehensive Income (Loss) per share	$0.00	$(0.03)	$0.00	$0.00	$0.00	$(0.02)	$0.00	$0.00

The prior periods' comparative figures have been reclassified where necessary, to conform to the current period's presentation.

Operations

The Company's total sales decreased by 7% in the quarter ended August 31, 2015, from $570,012in 2014 to $528,853. Comprehensive income increased from a loss of $(11,563) in the period ended August 31, 2014 to $70,175 in the period ended August 31, 2015.

The Insurance Services division experienced an 11% increase in revenue, from $216,375 in 2014 to $239,927 in 2015.

The Retail Services division revenue was down 40% to $62,875 in 2015 from $105,473 in 2014. The updated CarCostCanada.com website, as well as the new Partners and Discounts program clearly helped the CarCostCanada.com membership program maintain a strong presence in the marketplace, despite increasing competition.

The Dealer Services division revenue decreased by 2%, from $182,958 in 2014 to $179,571 in 2015. This division's dealer development team has a plan to service the customers who find themselves without a dealer referral, although full implementation of this program has not been completed at the end of this period.

The Advertising/Marketing Services division, which derives its revenue from the sale of online third party advertising on CarCostCanada.com and TheCarMagazine.com increased from $662 to $27,088.

The Information Technology division revenue decreased 24% to $19,392 in 2015, down from $25,372 in 2014. IT continues to offer technical support and web site hosting to hundreds of customers, and to develop new customer relationships on a regular basis.

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The Mister Beer division's revenues are down from $39,172 to nil. Direct product costs and labour decreased from $17,977 to nil. The net income for Mister Beer Inc. went from $21,195 in 2014 to nil in 2015. Management made the decision to close the production facility on December 31, 2014, in order to explore options with respect to a sale or other disposition of the Bottle Brew business line. This division's assets were sold subsequent to August 31, 2015.

Total expenses before amortization decreased to $447,913 compared to $526,813, a 15% decrease over last year. This is attributed to ceasing production at Mister Beer Inc. and overall cost-cutting measures implemented by management during this quarter.

The bank indebtedness decreased from $(227,620) at August 31, 2014 to nil at August 31, 2015, as a result of acquiring addition financing from a company owned by a director of the Armada Data Corporation.

Accounts receivable remained virtually the same, $275,514 as at August 31, 2015 and $275,852 last year. Related party accounts receivable increased from $3,937 to $8,484.

Accounts payable increased to $225,605 as at August 31, 2015 from $212,140 a year earlier. Related parties accounts payable decreased to $1,017 as at August 31, 2015, from $6,126 last year.

Despite the comprehensive income reported by the Company for this period, the Company's deficit increased to $(1,764,641) as at August 31, 2015 compared to a deficit of $(1,205,945) last year, attributable to the write-downs of Mister Beer Inc. assets at May 31, 2015.

Management does not plan on issuing any dividends until further notice.

Revenues earned by the divisions are as follows:

	3 months ended August 31, 2015		3 months ended August 31, 2014		year ended May 31, 2015	
Insurance Services	**$ 239,927**	**45%**	$ 216,375	39%	$ 909,656	46%
Retail Services	**62,875**	**12%**	105,473	19%	323,012	16%
Dealer Services	**179,571**	**34%**	182,958	33%	695,017	35%
Internet Technology	**19,392**	**4%**	25,372	5%	127,649	6%
Advertising/Marketing Services	**27,088**	**5%**	662	0%	12,251	0%
Total revenue - Armada Data Corp	**528,853**	**100%**	530,840	96%	2,067,585	103%
Revenue - Mister Beer Inc.	**-**		39,172		107,790	
Less: Direct product costs/wages - Mister Beer Inc.	**-**		(17,977)		(166,603)	
Total revenue - Mister Beer Inc.	**-**	**0%**	21,195	4%	(58,813)	-3%
Total consolidated revenue	**$ 528,853**	**100%**	$ 552,035	100%	$ 2,008,772	100%

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Related Party Transactions

Salaries and expenses are paid to an officer of the Company, who is also 50% shareholder of Lease Busters Inc. Legal fees are paid to a law firm, of which a partner is a (non-remunerated) director of the Company. Financing was acquired from a company owned by a director of Armada Data Corporation, and interest is paid monthly to this related party. All of the actual costs noted in this section are paid at fair market value in the normal course of business.

About Armada Data Corporation

Armada Data is a Canadian publicly traded Information & Marketing Services Company providing accurate and real-time data to institutional and retail customers, through developing, owning and operating automotive pricing-related web sites and providing information technology and marketing services to its clients.

Armada Data shares are listed on the TSX Venture exchange under the trading Symbol ARD. Armada currently has a total of 17,670,265 shares outstanding.

Additional information relating to Armada Data Corporation is filed on SEDAR, and can be viewed at www.sedar.com.

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