

For immediate Release: October 27, 2016

Armada announces Q1 2017 Results

Mississauga, Ontario, October 27, 2016 - Armada Data Corporation (TSX.V: ARD) reports its interim financial results for the quarter ended August 31, 2016 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	2017	2016	2016	2016	2016	2015	2015	2015
Quarter Ended	Aug-31 2016	May 31 2016	Feb 29 2016	Nov-30 2015	Aug-31 2015	May-31 2015	Feb-28 2015	Nov-30 2014
Total Revenue	587,134	661,263	522,663	545,409	528,853	463,056	466,797	526,884
Comprehensive Income (Loss)	144,853	97,589	81,419	34,364	70,175	(505,629)	(52,028)	(71,214)
Comprehensive Income (Loss) per share	\$0.01	\$0.01	\$0.00	\$0.00	\$0.00	\$(0.03)	\$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 increased by 11% in the quarter ended August 31, 2016, from \$528,853 in 2015, to \$587,134. Comprehensive income increased from \$70,175 in the period ended August 31, 2015 to \$144,853 in the period ended August 31, 2016.

The Insurance Services division experienced a 32% increase in revenue, from \$239,927 in 2015 to \$316,500 in 2016. This is a continuing result of the fires in Fort McMurray and expanding upon existing customer relationships, mergers and acquisitions within the Canadian insurance company landscape and policy driven mandates within insurance companies to use the Armada Insurance Services replacement value settlement protocol.

The Retail Services division revenue was down 17% to \$52,275 in 2016 from \$62,875 in 2015.

The Dealer Services division revenue decreased 12%, from \$179,571 in 2015, to \$157,770 in 2016.

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 \$27,088 to \$28,580, or 6%.

The Information Technology division revenue increased 65% to \$32,009 in 2016, up from \$19,392 in 2015. IT continues to offer technical support and web site hosting to hundreds of customers, and to develop new customer relationships on a regular basis.

Total expenses before amortization decreased to \$432,503, compared to \$447,913, a 3% decrease over last year. This is attributed to ceasing production at Mister Beer Inc. and continued cost-cutting measures implemented by management.

Cash on hand increased from \$115,573 as at August 31, 2015 to \$256,580 as at August 31, 2016.

Accounts receivable increased by 81%, \$498,019 as at August 31, 2016, compared to \$275,514 last year. Related party accounts receivable decreased from \$8,484 to \$6,340.

Accounts payable decreased to \$205,680 as at August 31, 2016 from \$225,605 a year earlier. Related party accounts payable decreased to \$nil as at August 31, 2016, from \$1,017 last year.

The Company's deficit decreased to \$(1,406,416) as at August 31, 2016 compared to a deficit of \$(1,764,641) last year.

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

Revenues earned by the divisions are as follows:

	3 months ended August 31, 2016		3 months ended August 31, 2015		year ended May 31, 2016	
Insurance Services	\$ 316,500	54%	\$ 239,927	45%	\$ 1,108,745	49%
Retail Services	52,275	9%	62,875	12%	227,038	10%
Dealer Services	157,770	27%	179,571	34%	660,540	29%
Internet Technology	32,009	5%	19,392	4%	121,289	6%
Advertising/Marketing Services	28,580	5%	27,088	5%	74,624	3%
Total revenue - Armada Data Corp	<u>587,134</u>	100%	<u>528,853</u>	100%	<u>2,192,236</u>	97%
Revenue - Mister Beer Inc.	-	-	-	-	17,578	-
Less: Direct product costs/wages - Mister Beer Inc.	-	-	-	-	48,374	-
Total revenue - Mister Beer Inc.	-	0%	-	0%	65,952	3%
Total consolidated revenue	<u>\$ 587,134</u>	100%	<u>\$ 528,853</u>	100%	<u>\$ 2,258,188</u>	100%

Related Party Transactions

Salaries and expenses are paid to an officer of the Company, who is also 50% shareholder of Lease Busters Inc. Office space is rented from 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 to this company on a monthly basis. All of the actual costs noted in this section are paid at fair market value in the normal course of business.



5080 Timberlea Blvd, Suite 215
Mississauga, Ontario
L4W4M2
Tel: 866-453-6995
info@armadadatacorp.ca

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.

For further information, please contact:
Armada Data Corporation
Mr. R. James Matthews, President & CEO
Email: investors@armadadatacorp.ca

Neither TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in the Policies of the TSX Venture Exchange) accepts responsibility for the adequacy or accuracy of this release.