



URBANIMMERSIVE ANNOUNCES THE SIGNATURE OF A STRATEGIC PARTNERSHIP AGREEMENT WITH INTERNATIONAL REAL ESTATE SOLUTION PROVIDER IMMO SQUARE

LAVAL, QUÉBEC, September 7, 2017—Urbanimmersive Inc. (“Urbanimmersive,” “UI” or the “Company”) (TSX VENTURE: UI) (OTC PINK: UBMRF), the real estate content marketing platform, is pleased to announce the signing of a strategic partnership agreement (the “Agreement”) with IMMO SQUARE, a fast-growing privately held real estate solution provider, serving its customers directly or with white labelled versions in Canada, France, Luxembourg, Belgium and Mexico.

Under the terms of the Agreement, IMMO SQUARE will add Urbanimmersive’s content marketing platform to its core product and will market the integrated solution to both existing and new customers/partners. Urbanimmersive will provide IMMO SQUARE with automated access to its professionally written blog content data and the right to use it for IMMO SQUARE printed media services which represent an important revenue stream for IMMO SQUARE. For real estate professionals, this alliance offers a compelling new productivity value proposition especially for the production of digital and printed marketing content.

IMMO SQUARE CEO, M. Jean-Marc Welsh, who has more than 20 years of extensive experience in international commercialization in the real estate technology industry will also join Urbanimmersive as a strategic consultant with the objective of supporting the Company’s international development efforts.

“This strategic partnership is significant for our Company,” stated Ghislain Lemire, CEO of Urbanimmersive. “We expect it to greatly accelerate our international commercialization as we will soon be presented to foreign customers as an integrated marketing content added value proposition with IMMO SQUARE.” Mr. Lemire continued, “The timing for this alliance is ideal. Our multi-language real estate content marketing platform is running very well in our local market and now ready to scale.”

About IMMO SQUARE

IMMO SQUARE is a privately held company founded in Montreal offering innovative technologies for the real estate industry. The company’s solutions are used as white marking or labelled solutions IMMO SQUARE and are serving customers in Canada, Luxembourg, France, Belgium and Mexico.

About Urbanimmersive

Urbanimmersive is a content marketing platform for real estate professionals. The Company connects real estate professionals, photographers and writers in order to simplify and optimize original content production workflow. Urbanimmersive enables its customers to leverage their marketing investment while increasing productivity, competitiveness, their web visibility, consumer engagement with their brand and ultimately, their revenue.

The TSX Venture Exchange does not accept responsibility for the adequacy or accuracy of this release.

Certain statements in this news release, other than statements of historical fact, are forward-looking information that involves various risks and uncertainties. Such statements relating to, among other things, the prospects for the company to enhance operating results, are necessarily subject to risks and uncertainties, some of which are significant in scope and nature. These uncertainties may cause actual results to differ from information contained herein. There can be no assurance that such statements will prove to be accurate. Actual results and future events could differ materially from those anticipated in such statements. These and all subsequent written and oral forward-looking statements are based on the estimates and opinions of the management on the dates they are made and expressly qualified in their entirety by this notice. The Company assumes no obligation to update forward-looking statements should circumstances or management estimates or opinions change. For additional information with respect to certain of these and other assumptions and risk factors, please refer to the last Corporation's MD&A filed with the Canadian securities commissions. The forward-looking statements contained in this press release represent our expectations as of the date hereof. We disclaim any intention and assume no obligation to update or revise any forward-looking statements.

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