

For immediate Release: April 28, 2017

Armada announces Q3 2017 Results

Mississauga, Ontario, April 28, 2017 - Armada Data Corporation (TSX.V: ARD) reports its interim financial results for the quarter ended February 28, 2017 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.

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

Selected Quarterly Information

Fiscal Year	2017	2017	2017	2016	2016	2016	2016	2015
Quarter Ended	Feb-28 2017	Nov-30 2016	Aug-31 2016	May-31 2016	Feb-29 2016	Nov-30 2015	Aug-31 2015	May-31 2015
Total Revenue	548,672	624,214	587,134	661,263	522,663	545,409	528,853	463,056
Comprehensive Income (Loss)	51,733	117,740	144,853	97,589	81,419	34,364	70,175	(505,629)
Comprehensive Income (Loss) per share	\$0.00	\$0.01	\$0.01	\$0.01	\$0.00	\$0.00	\$0.00	\$(0.03)

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 5% in the quarter ended February 28, 2017, from \$522,663 in 2016, to \$548,672. Comprehensive income decreased from \$81,419 in the period ended February 29, 2016 to \$51,733 in the period ended February 28, 2017.

The Insurance Services division experienced a 15% increase in revenue, from \$276,217 in 2016 to \$319,012 in 2017. This is a continuing result of 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 18% to \$36,298 in 2017 from \$44,060 in 2016.

The Dealer Services division revenue decreased 9%, from \$155,525 in 2016, to \$141,195 in 2017.

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 \$18,425 to \$26,200.

The Information Technology division revenue decreased 9% to \$25,967 in 2017, down from \$28,436 in 2016. 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 increased to \$487,161, compared to \$431,183, a 13% increase over last year.

Cash on hand increased from \$209,181 as at February 29, 2016 to \$222,633 as at February 28, 2017.

Accounts receivable increased by 3%, \$335,371 as at February 28, 2017, compared to \$324,529 last year. Related party accounts receivable decreased from \$8,763 to \$5,320.

Accounts payable decreased to \$188,157 as at February 28, 2017 from \$305,619 a year earlier. Related party accounts payable decreased to \$ nil as at February 28, 2017, from \$537 last year.

The Company's deficit decreased to \$(1,236,942) as at February 28, 2017 compared to a deficit of \$(1,648,858) last year.

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 was 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.

Revenues earned by the divisions are as follows:

	3 months ended February 28, 2017		3 months ended February 29, 2016		year ended May 31, 2016	
Insurance Services	\$ 319,012	58%	\$ 276,217	53%	\$ 1,108,745	49%
Retail Services	36,298	6%	44,060	8%	227,038	10%
Dealer Services	141,195	26%	155,525	30%	660,540	29%
Internet Technology	25,967	5%	28,436	5%	121,289	6%
Advertising/Marketing Services	26,200	5%	18,425	4%	74,624	3%
Total revenue - Armada Data Corp	<u>548,672</u>	100%	<u>522,663</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.	-		-		65,952	3%
Total consolidated revenue	<u>\$ 548,672</u>	100%	<u>\$ 522,663</u>	100%	<u>\$ 2,258,188</u>	100%



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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:

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