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Armada Releases Q2 2018 Results

Mississauga, Ontario, January 29, 2018 - Armada Data Corporation (TSV.V:ARD) reports its interim financial results for the quarter ended November 30, 2017 have now been filed on SEDAR and are available to view on SEDAR at www.sedar.com and the company's web site www.armadadata.com.

Selected Quarterly Information

Fiscal Year	2018	2018	2017	2017	2017	2017	2016	2016
Quarter Ended	Nov-30 2017	Aug-31 2017	May-31 2017	Feb-28 2017	Nov-30 2016	Aug-31 2016	May-31 2016	Feb-29 2016
Total Revenue	758,242	777,838	594,625	568,029	633,385	595,147	611,939	534,779
Comprehensive Income(Loss) before taxes	166,941	199,064	(38,395)	51,733	117,741	144,743	175,057	79,419
Comprehensive Income per share	\$0.01	\$0.01	\$0.00	\$0.00	\$0.01	\$0.01	\$0.01	\$0.00

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

Operations

The Company's total revenue increased by 20% in the period ended November 30, 2017 to \$758,242 from \$633,385 in the same period a year earlier. Comprehensive income increased to \$166,941 in this quarter, up 42% from \$117,741 at November 30, 2016.

The Insurance Services division experienced an increase in revenue, from \$352,177 in the three months ended November 30, 2016 to \$382,744 in 2017, or by 9%. The increase in revenue was the result of the concerted effort by the Insurance Division to process more claims faster.

The Company has combined the Retail, Dealer and Advertising/Marketing divisions into one segment, known as CarCostCanada, due to the fact that the revenues earned by these divisions comes directly or indirectly from the carcostcanada.com website, and as the Company has moved into free trial memberships, the business model for the former Retail Services Division has changed. CarCostCanada revenue was up 31% to \$311,960 from \$237,735 in 2016. An increase in dealer sales, along with the expansion into Quebec accounts for this increase in revenue.

The Information Technology division revenue increased by 46% to \$63,538 in the second quarter of fiscal 2018 ended November 30, 2017, from \$43,473 in the same quarter in fiscal 2017. IT continues to offer technical support and web site hosting to hundreds of customers, and is developing new customer relationships on a regular basis, as well as offering new services for sale.

Expenses in this second quarter of fiscal 2018 before amortization increased to \$581,435, compared to \$505,866, a 15% increase over the same period last year.

As a result of the income reported by the Company in this quarter ended November 30, 2017, the Company's deficit decreased to \$(839,709) compared to \$(1,142,417) at the quarter ended November 30, 2016. Earnings per share at November 30, 2017 are \$0.01, unchanged from \$0.01 per share at November 30, 2016.

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

Segmented Quarterly Information

Revenues earned by divisions were as follows:

	3 month ended November 30, 2017		3 months ended November 30, 2016	
	\$	%	\$	%
Insurance Services	382,744	50	352,177	55
CarCostCanada	311,960	42	237,735	38
IT Services	63,538	8	43,473	7
Total Revenue – Armada Data Corporation	\$ 758,242	100	\$ 633,385	100

Outlook

The Company's outlook is to maintain our current growth pattern, and to continue to find new ways to leverage and monetize our new car data, our up-to-date factory incentive platform, and our customer list. The following is a short list of initiatives that Armada is building upon to add shareholder value:

1. Continue to enhance the CarCostCanada new car data, display quality and membership features and benefits.
2. Build upon the existing CarCostCanada national online and traditional marketing and awareness programs, as well as enhancing the membership registration process.
3. Forge new and sophisticated partnerships with our insurance company clients, car business suppliers, and new car marketing agencies to grow the CarCostCanada membership base.
4. Develop new first-to-the-market tools and features that will provide new car buyers with additional tools to improve their new car buying experience and relationships with their new car dealerships.
5. Continue our growth pattern in the Insurance Services division by adding additional Canadian insurance companies to our client list.

About Armada Data Corp.

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

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