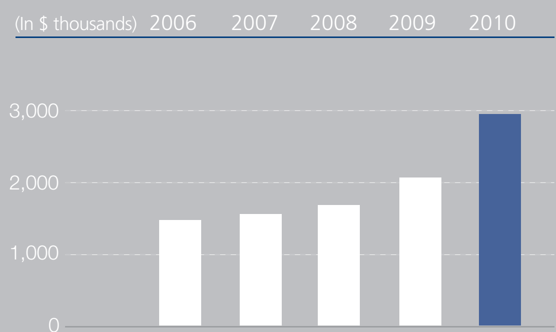
# 2010 Annual Report

Canada's Premier Source for
automobile pricing data

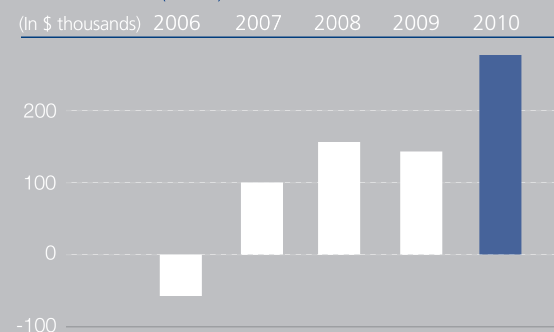
Armada
DATA CORPORATION

# ARMADA'S SOLID FINANCIAL POSITION

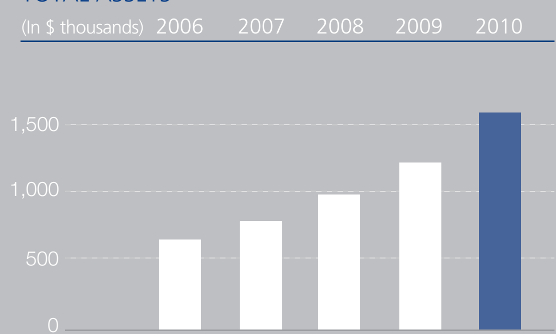
## GROSS REVENUE



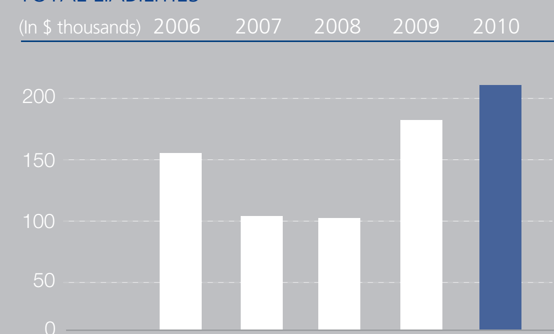

## NET INCOME (LOSS)



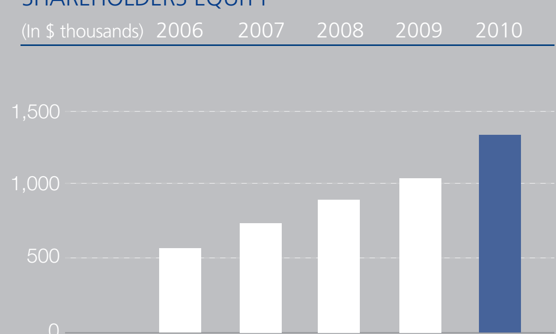

## TOTAL ASSETS



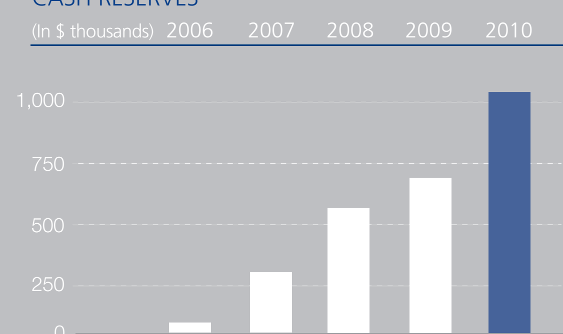

## TOTAL LIABILITIES




## SHAREHOLDERS EQUITY




## CASH RESERVES



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# MANAGEMENT'S DISCUSSION AND ANALYSIS of Financial Position and Operating Results for the year ending May 31, 2010

The following management's discussion and analysis ("MD&A") should be read in conjunction with the Armada Data Corporation's audited consolidated financial statements for the year ended May 31, 2010 and accompanying notes. The results reported herein have been prepared in accordance with Canadian generally accepted accounting principles (GAAP) and are presented in Canadian dollars.

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

## Company Overview

Armada Data Corporation ("Armada" or "the Company") is a web-enabled Automobile Information Services Company providing accurate and real-time pricing data, to institutional and retail customers on a fee-for-service basis, through developing, owning and operating automotive related web sites and providing information services to its clients.

Armada is a publicly traded Canadian company with its shares listed on the TSX Venture Exchange under the trading symbol ARD. The Company has been based in Mississauga, Ontario since its inception in July 1999.

The Company's operations consist of six main divisions; Insurance Services, Retail Services, Dealer Services, IT Services, Auto Marketing Group Services (AMGS) and Advertising/Marketing Services.

The Insurance Services division derives its revenue from the sale of total-loss replacement vehicle reports to major Canadian insurance companies.

The Retail Services division derives its revenue from the sale of new car pricing data to consumers primarily through the Company's flagship website www.carcostcanada.com as well as the reselling of this new car pricing data to qualified third party vendors, such as Consumers Union/Consumer Reports.

The Dealer Services division generates revenue through the sale of new vehicle leads derived from membership sales from Car Cost Canada.

The IT Services division derives its revenue from web site hosting, web site development, email services, online marketing, search engine optimization, technical support and network support for small and medium sized businesses. (Note: The IT Services division was created subsequent to year ending May 31, 2010, and therefore it did not generate any revenue for the company for this fiscal year.)

Auto Marketing Group Services (AMGS) derives its revenue from the administration of the www.CaaCarBuyer.ca website and the building and maintenance of the Dealer Network of 'CAA Authorized New Car Sales Centres' for the CAA (Canadian Automobile Association).

The Advertising/Marketing Services division derives its revenue from the sale of online third party website advertising, consulting fees and other new car or car business related marketing activities.

## Selected Audited Annual Information

| Fiscal Year Ended | **May. 31, 2010** | May. 31, 2009 | May. 31, 2008 | May. 31, 2007 |
|---|---|---|---|---|
| Total Revenue | **$2,946,657** | $2,157,900 | $1,732,944 | $1,669,317 |
| Net Income (Loss) | **$288,720** | $141,146 | $166,003 | $100,555 |
| Net Profit (Loss) per share | **$0.02** | $0.01 | $0.01 | $0.01 |
| Total Assets | **$1,564,061** | $1,184,070 | $963,555 | $792,218 |
| Total Liabilities | **$221,805** | $180,276 | $103,571 | $107,087 |

## During the year ended May 31, 2010 Armada achieved a number of important milestones.

- The Company reported the 4th consecutive year of profitability with net income, after taxes of $288,720 or $0.02 per share.
- Overall revenue grew from $2,157,900 in 2009 to $2,946,657 or an increase of 37%.
- Insurance Services revenue increased from $734,679 in 2009 to $1,103,880 or an increase of 50%.
- Retail Services revenue grew from $716,197 in 2009 to $861,994 or an increase of 20%.
- Dealer Services revenue grew from $532,734 in 2009 to $849,642 or an increase of 59%.
- Auto Marketing Group Services revenue decreased from $97,899 in 2009 to $7,494 or a decrease of 92%.
- Advertising/Marketing Services revenue grew from $76,391 in 2009 to $123,647 or an increase of 62%.
- CarCostCanada.com new membership sales grew from 17,288 in 2009 to 22,451 or an increase of 30%.
- For the 9th consecutive year, the Company remained debt-free.
- The total assets of the Company grew from $1,184,070 in 2009 to $1,564,061 or an increase of 32%.
- The Company's cash position grew from $695,018 in 2009 to $1,081,165 or an increase of 56%.

## Selected Unaudited Quarterly Information

| Fiscal Year | 2010 | 2010 | 2010 | 2010 | 2009 | 2009 | 2009 | 2009 |
|---|---|---|---|---|---|---|---|---|
| Quarter | May-31 | Feb-28 | Nov-30 | Aug-31 | May-31 | Feb-28 | Nov-30 | Aug-31 |
| Ended | 2010 | 2010 | 2009 | 2009 | 2009 | 2009 | 2008 | 2008 |
| Total Revenue | 741,817 | 707,517 | 750,628 | 746,695 | 737,955 | 494,907 | 453,046 | 471,992 |
| Net Income (loss) | 109,831 | 3,451 | 19,140 | 156,298 | 22,357 | 34,266 | 39,142 | 45,381 |
| Net Profit per share | $0.01 | $0.01 | $0.01 | $0.01 | $0.01 | $0.01 | $0.01 | $0.01 |

## Operations

As a result of Armada's progressive operational, sales, and marketing efforts for the fiscal period, total revenue rose to a record $2,946,657 versus $2,157,900, a 37% increase over last year.

Total operating profit, before amortization and taxes, increased to $375,749 compared to $183,731, a105% increase over last year.

Total operating expenses, before amortization, increased to $2,570,908 compared to $1,974,169, a 30% increase over last year. The increase in operating expenses at 30% continues to be out-paced by the increase in revenues at 37% as efficiencies of scale continue to improve. The expenses which increased greater than 30% were primarily sales, growth and infrastructure related, including computer consulting and supplies, selling fees and commissions, professional fees, stock-based compensation, investor relations, employee benefits, telephone, printing and office and general expenses.

Office salaries increased to $542,751, compared to $433,069 a year earlier, a 25% increase. Selling fees and commissions rose to $333,894 from $221,080, a 51% increase. The increase was primarily the result of increased revenue generated by the Dealer Services division. Management salaries increased to $273,180 from $210,000, a 30% increase. Advertising and promotion increased to $528,417 from $458,049 a year earlier, a 15% increase.

The increased revenue from business expansion and growth was offset by increased expenses resulting in positive cash flow from operations of $416,322 compared to $186,395 a year ago, a 123% increase.

In fiscal 2010 the improved financial results the Company delivered, translated into a net profit, before taxes, of $345,717 compared to $141,146, a 145% increase. It is anticipated that moving forward revenues will continue to rise at a rate greater than expenses.

It should be noted that the Company's net profit, before taxes, of $345,717 for the year ended May 31, 2010, includes the non cash expense items of $30,032 in amortization and $97,570 in stock based compensation expense.

The Company, after applying all previous year losses carried forward, was subject to corporate income taxes for the first time of $56,997, which resulted in the company recording a net profit after taxes of $288,720 compared to $141,146, a 105% increase.

Cash on hand increased to $1,081,165 at May 31, 2010 from $695,018 a year earlier. The increase is attributable to increased cash flow from operations.

Accounts receivable decreased to $411,938 as at May 31, 2010 from $425,535 a year earlier. This decrease is a primarily due to improved accounts receivable policies implemented during the year.

As a result of depreciation, intangible assets decreased to NIL from $17,997 in the previous year.

Accounts payable decreased to $164,808 as at May 31, 2010 from $180,276 a year earlier. Corporation income taxes payable as at May 31, 2010 were $56,997.

As a result of the profit reported by the Company in 2010, the Company's retained earnings were $91,011 as at May 31, 2010 versus a deficit of ($129,715) a year earlier. Dividends totalling $67,994 were paid out to shareholders in September of 2009.

## 4th Quarter Results

The quarter ending May 31, 2010 finished with the Company recording the highest fourth quarter revenue in the company's history, of $741,817 versus $737,955 last year, an increase of 1%. Operating expenses for the 4th quarter decreased to $574,989 compared to $715,598 last year, a decrease of 20%. Resulting in an operating profit of $166,828 compared to $22,357 last year.

The bulk of the change in expenses was related the booking of a ($23,330) recovery of bad debts, versus a charge of $63,753 last year. The balance of the reduction in expenses can be attributed to lower marketing costs as a result of the higher Canadian dollar and overall efficiency improvements.

## Segmented Information

Revenues earned by divisions are as follows:

| | **2010** | **%** | **2009** | **%** |
|---|---|---|---|---|
| Insurance Services | **$ 1,103,880** | **38** | $ 734,679 | 34 |
| Retail Services | **861,994** | **29** | 716,197 | 33 |
| Dealer Services | **849,642** | **29** | 532,734 | 25 |
| Advertising/Marketing Services | **123,647** | **4** | 76,391 | 3 |
| Auto Marketing Group Services | **7,494** | **-** | 97,899 | 5 |
| **Total Revenue** | **$ 2,946,657** | **100** | $ 2,157,900 | 100 |

## Related Party Transactions

Salaries and expenses are paid to two officers of the Company, who are also major shareholders of Lease Busters Inc.  Spouses of two of the officers are employed by the Company, and are paid market value salaries. Legal fees are paid to a law firm, of which a partner is a (non-remunerating) director of the Company. A portion of the IT expenses are paid to a company (Cybernetfinder), of which direct family members of a director of the Company has a controlling position. The Insurance Services division rents premises with a company (LeaseBusters) owned 50% in the aggregate by two of the directors of the Company. All of the actual costs noted in this section are paid at fair market value in the normal course of business.

Subsequent to the year end, the Company has acquired the operating assets of Cybernetfinder and no longer rents premises from LeaseBusters.

## Liquidity

Based on a year-end cash position of $1,081,165 and accounts receivable of $411,938, no bank debt and positive cash flow, Management believes Armada is in a good position to meet all current and foreseeable financial obligations.

As the Company has begun its new fiscal year, which commenced June 1st 2010, the future of the Company appears positive. The Company is debt free and is poised, under current conditions, to continue to report profitable and sustainable bottom-line results for the coming fiscal year.

As for our competition; history has demonstrated that due to the proprietary nature of much of our data, the barrier to entry into our business remains high. Currently, to the best of management's knowledge, currently there is no other company offering both the range of products and services and the ability to deliver these products and services online operating in Canada.

## Risk Management

Armada Data Corporation is subject to the risk generally associated with the operation of income-producing websites and normal course business risk. These risks include fluctuations in site traffic, sales, operating expenses, and the risk of unavailability of further equity financing and/or funding. Other associated risks may include competition, technical constraints in further business development, and possible service interruptions.

## Controls and Procedures

Disclosure Controls and Procedures - As at May 31, 2010, the Company's senior management, including the Chief Executive Officer and Chief Financial Officer, evaluated the effectiveness of the Company's disclosure controls and procedures and concluded that they were effective.

Internal Control Over Financial Reporting - There have been no changes in the Company's internal control over financial reporting during the year ended May 31, 2010 that have materially affected, or are reasonably likely to materially affect, the Company's internal control over financial reporting.

## Outlook

The Company's outlook is to continue to aggressively increase sales and deliver bottom line results to our shareholders by way of the following:

1. Build on the success of the Company's ongoing sales and marketing effort focused on increasing sales at Retail Services, Dealer Services and Advertising/Marketing Services divisions.

2. Expand the implementation of our A.C.V. Insurance Services product offering.

3. Maintain operating expenses and achieve the economies of scales of an Internet based business.

4. Continue the expansion of third-party fee-based online advertising.

5. Sustain material levels of growth and profitability with ongoing sequential earnings growth while obtaining and achieving cost efficiencies and savings in all operations where possible.

Management believes that Armada Data Corporation, with its financial resources, is poised for significant growth as it grows its niche markets in all aspects of its Internet and traditionally based businesses.

It is expected that Management can meet these objectives regardless of economic conditions. Although a robust economy can lead to a greater number of cars sold and, thus, a potentially larger market opportunity for all of Armada's divisions, a down economy has proven to have an equally positive impact as both individuals and insurance companies become more cost conscious.

On behalf of the Board of Directors

Paul Timoteo

President and C.F.O.

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# AUDITOR'S REPORT

To the Shareholders of Armada Data Corporation

I have audited the consolidated balance sheets of Armada Data Corporation as at May 31, 2010 and 2009 and the consolidated statements of income and retained earnings, and changes in cash flows for the years then ended. These consolidated financial statements are the responsibility of the Company's management. My responsibility is to express an opinion on these consolidated financial statements based on my audit.

I conducted my audit in accordance with Canadian generally accepted auditing standards. Those standards require that I plan and perform an audit to obtain reasonable assurance whether the consolidated financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the consolidated financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall consolidated financial statement presentation.

In my opinion, these consolidated financial statements present fairly, in all material respects, the consolidated financial position of the Company as at May 31, 2010 and 2009 and the results of its operations and the changes in its cash flows for the years then ended in accordance with Canadian generally accepted accounting principles.

Philip Gigan
Chartered Accountant
Licensed Public Accountant

Toronto, Ontario
September 15, 2010

## CONSOLIDATED BALANCE SHEET AS AT MAY 31, 2010

| | 2010 | 2009 |
|---|---|---|
| | | (note 1) |
| **ASSETS** | | |
| **CURRENT** | | |
| Cash | **$ 1,081,165** | $ 695,018 |
| Accounts receivable (note 6(b), 10) | **411,938** | 425,535 |
| Prepaid expenses and sundry assets | **20,550** | 13,818 |
| Deposits on acquisition (note 12(a)) | **22,975** | - |
| | **1,536,628** | 1,134,371 |
| **PROPERTY, PLANT AND EQUIPMENT – NET** (notes 3 and 4) | **27,433** | 31,702 |
| **OTHER ASSETS** | | |
| Intangible assets-net (notes 3, 5 and 6(d)) | - | 17,997 |
| | **$ 1,564,061** | $ 1,184,070 |
| **LIABILITIES** | | |
| **CURRENT** | | |
| Accounts payable and accrued liabilities (note 6(b)) | **$ 164,808** | $ 180,276 |
| Corporation income taxes payable (note 8) | **56,997** | - |
| | **221,805** | 180,276 |
| **SHAREHOLDERS' EQUITY** | | |
| **SHARE CAPITAL** (note 7) | **1,079,690** | 1,059,524 |
| **RETAINED EARNINGS (DEFICIT)** | **91,011** | (129,715) |
| **CONTRIBUTED SURPLUS** (note 11) | **171,555** | 73,985 |
| | **1,342,256** | 1,003,794 |
| | **$ 1,564,061** | $ 1,184,070 |

APPROVED ON BEHALF OF THE BOARD:

Director
R. James Matthews

Director
Paul Timoteo

The accompanying notes form an integral part of these consolidated financial statements.

## CONSOLIDATED STATEMENT OF INCOME AND RETAINED EARNINGS FOR THE YEAR ENDING MAY 31, 2010

| | May 31, 2010 | May 31, 2009 (note 1) |
|---|---|---|
| **REVENUE** (notes 3 and 10) | **$ 2,946,657** | $ 2,157,900 |
| **EXPENSES** (note 6(e)) | | |
| Office salaries | **542,751** | 433,069 |
| Advertising and business promotion | **528,417** | 458,049 |
| Management salaries | **273,180** | 210,000 |
| Computer consulting and supplies | **257,628** | 171,199 |
| Commissions and fees | **240,708** | 138,129 |
| Stock based compensation costs (notes 3, 6(e), 7(d) and 11) | **97,570** | 2,664 |
| Selling fees | **93,186** | 82,951 |
| Professional fees | **88,614** | 50,050 |
| Investor relations | **68,334** | 6,426 |
| Rent, common area costs and utilities | **60,292** | 47,243 |
| Employee benefits | **58,967** | 36,588 |
| Automobile and travel | **54,390** | 46,036 |
| Telephone | **44,582** | 31,893 |
| Bank charges, credit card charges and interest | **35,746** | 27,086 |
| Customer service | **34,492** | 61,947 |
| Outside data services | **22,088** | 20,052 |
| Selling salaries | **21,481** | 27,000 |
| Printing | **18,254** | 8,406 |
| Office and general | **16,671** | 6,984 |
| Insurance | **14,925** | 16,990 |
| Operating leases (note 9) | **11,620** | 13,688 |
| Transfer and exchange fees | **10,342** | 13,966 |
| Bad debts (recovery) | **(23,330)** | 63,753 |
| | **2,570,908** | 1,974,169 |
| **INCOME BEFORE AMORTIZATION** | **375,749** | 183,731 |
| **LESS: AMORTIZATION** | | |
| Intangible assets (notes 3 and 5) | **17,997** | 30,000 |
| Property, plant and equipment (notes 3 and 4) | **12,035** | 12,585 |
| | **30,032** | 42,585 |
| **INCOME BEFORE CORPORATION INCOME TAXES** | **345,717** | 141,146 |
| **LESS: PROVISION FOR CORPORATION INCOME TAXES – CURRENT** (note 8) | **(56,997)** | - |
| **NET INCOME (Basic and fully diluted income per share (2010 - $0.02; 2009 - $0.01))** | **288,720** | 141,146 |
| **(DEFICIT)**, beginning of year | **(129,715)** | (270,861) |
| **LESS: DIVIDENDS PAID** | **(67,994)** | - |
| **RETAINED EARNINGS (DEFICIT)**, end of year | **$ 91,011** | $ (129,715) |

The accompanying notes form an integral part of these consolidated financial statements.

## CONSOLIDATED STATEMENT OF CASH FLOWS FOR THE YEAR ENDING MAY 31, 2010

| | May 31, 2010 | May 31, 2009 (note 1) |
|---|---|---|
| **CASH USED IN OPERATING ACTIVITIES** | | |
| Net income | $ 288,720 | $ 141,146 |
| Amortization | 30,032 | 42,585 |
| Stock based compensation costs | 97,570 | 2,664 |
| | 416,322 | 186,395 |
| Net changes in non-cash working capital balances related to operations | 25,419 | (72,105) |
| | 441,741 | 114,290 |
| **CASH (USED) IN INVESTMENT ACTIVITY** | | |
| Purchase of capital assets | (7,766) | (12,401) |
| **CASH (USED) IN FINANCIAL ACTIVITIES** | | |
| Proceeds from issuance of share capital pursuant to stock options exercised | 20,166 | - |
| Dividends paid | (67,994) | - |
| | (47,828) | - |
| **INCREASE IN CASH** | 386,147 | 101,889 |
| **CASH,** beginning of year | 695,018 | 593,129 |
| **CASH,** end of year | $ 1,081,165 | $ 695,018 |

| | | |
|---|---|---|
| **NET CHANGES IN NON-CASH WORKING CAPITAL CONSISTS OF:** | | |
| Accounts receivable | $ 13,597 | $ (152,591) |
| Prepaid expenses and sundry assets | (6,732) | 3,781 |
| Deposits on acquisition | (22,975) | - |
| Accounts payable and accrued liabilities | (15,468) | 76,705 |
| Corporation income taxes payable | 56,997 | - |
| | $ 25,419 | $ (72,105) |

| | | |
|---|---|---|
| **SUPPLEMENTARY INFORMATION:** | | |
| Income Taxes Paid | $ - | $ - |
| Interest Paid | $ - | $ - |

The accompanying notes form an integral part of these consolidated financial statements.

## NOTES TO CONSOLIDATED FINANCIAL STATEMENTS MAY 31, 2010

### 1. BASIS OF PRESENTATION

The consolidated balance sheet of Armada Data Corporation (Formerly CCC Internet Solutions Inc./ Formerly Duke Capital Corp.) ("CCCBC") a company incorporated under the laws of the province of British Columbia, gives effect to the reverse takeover whereby CCCBC, the legal parent, was acquired by CCC Internet Solutions Inc.(Formerly E-Tom Technologies Inc.) ("CCCFED") a company incorporated under the laws of Canada, the legal subsidiary.

This reverse takeover occurred on October 30, 2000 pursuant to a Share Purchase Agreement whereby CCCBC acquired all of the outstanding shares of CCCFED in exchange for 6,500,000 CCCBC shares and $150,000 of which $100,000 had been paid. The remaining $50,000 was exchanged for 166,666 common shares of "CCCBC" in fiscal 2002.

These consolidated financial statements include the accounts of CCCBC and CCCFED. All material inter-company balances, transactions and profits have been eliminated.

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

### 2. BUSINESS COMBINATION

a) The business combination occurred on October 30, 2000 and is accounted for by the purchase method, with CCCFED being deemed the acquirer, because this exchange of shares leaves the former shareholders of CCCFED with the majority of the issued shares of CCCBC.

As a result, the balance sheet of CCCFED is recorded at book value and the balance sheet of CCCBC is recorded at fair market value at October 30, 2000.

| | |
|---|---|
| **b) Current Assets of CCCBC @ October 30, 2000** | **$ 677,842** |
| **Liabilities Assumed of CCCBC @ October 30, 2000** | **-** |
| **Cost of Purchase** | **$ 677,842** |

### 3. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

#### CASH AND CASH EQUIVALENTS

Cash and cash equivalents include short-term investments having an original maturity of less than or equal to 90 days.

#### COMPREHENSIVE INCOME

Section 1530 – "Comprehensive Income" introduces the concept of comprehensive income to Canadian Generally Accepted Accounting Principles. Comprehensive income is the change in equity (net assets) of the Company during a reporting year from transactions and other events and circumstances from non-owner sources. It includes all changes to equity during a year except those resulting from investments by owners and distributions to owners. Comprehensive income is comprised of net income for the year and other comprehensive income.

## 3. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (Continued)

### COMPREHENSIVE INCOME (Continued)

The Company had no comprehensive income or loss transactions, other than its net income which is presented in the Consolidated Statement of Income, during the years that have been presented. Accordingly a statement of comprehensive income has not been presented.

These consolidated financial statements have been prepared in accordance with Canadian generally accepted accounting principles. The following is a summary of significant policies:

### PROPERTY, PLANT AND EQUIPMENT

Property, plant and equipment are recorded at historical cost. Amortization is charged to earnings over the estimated useful life of the assets on the following basis:

| | |
|---|---|
| Leasehold improvements | - straight line over 5 years |
| Furniture and fixtures | - 20% declining balance |
| Computer hardware | - 30% declining balance |
| Computer software | - 100% declining balance |
| Telephone equipment | - 20% declining balance |

Property, plant and equipment purchased during the year are amortized at one-half the above stated rates.

### REVENUE RECOGNITION AND DEFERRED REVENUE

Customer membership fees are recognized on a monthly pro rata basis. The unearned portion, if any, is reflected as deferred revenue on the balance sheet.

### INTANGIBLE ASSETS

Intangible assets are recorded at acquisition cost. Amortization is provided on a straight line basis over 10 years with half rates taken in the year of acquisition.

### SHARE ISSUE COSTS

Costs directly identifiable with the raising of capital are charged against the related capital stock. Costs related to shares not yet issued are recorded as deferred acquisition costs.

Share issue costs consist primarily of corporate finance fees, legal fees and managing dealer commissions and marketing fees.

## 3. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (Continued)

### STOCK BASED COMPENSATION

The Company has a stock-based compensation plan which is described in Note 8. The Company uses the Canadian Institute of Chartered Accountant's Handbook Section 3870 "Stock-Based Compensation and Other Stock-Based Payments", which established standards for the recognition, measurement and disclosure of stock-based compensation and other stock-based payments made in exchange for goods and services. Agent's warrants, stock options and direct awards of stock are recorded at fair value on the date of grant.

### ASSET RETIREMENT OBLIGATIONS

Effective June 1, 2005, the Company adopted CICA 3110, "Asset Retirement Obligations" ("CICA 3110"). CICA 3110 requires that the estimated fair value of liabilities for asset retirement obligations be recognized in the year in which they were incurred. A corresponding increase to the carrying amount of the related asset (where one is identifiable) is recorded and depreciated over the life of the asset. Where a related asset is not easily identifiable with a liability, the change in fair value over the course of the year is expensed. The amount of the liability will be subject to remeasurement at each reporting year. The estimates are based principally on legal and regulatory requirements. Presently there are no assets subject to retirement obligations.

### USE OF ESTIMATES

The preparation of consolidated financial statements in conformity with Canadian generally accepted accounting principles requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosures of contingent assets and liabilities at the balance sheet date and the reported amounts of revenues and expenses during the year. Significant areas requiring the use of management estimates relate to the determination of impairment of assets and risk management and useful lives for depreciation and amortization. Actual results could differ from those estimates.

### FINANCIAL INSTRUMENTS – DISCLOSURES

Effective April 1, 2009, the Company adopted the new recommendations of the Canadian Institute of Chartered Accountants' Handbook Section 3862, Financial Instruments – Disclosures.

The provisions in Section 3862, Financial Instruments – Disclosures, increase the disclosures currently required that will enable users to evaluate the significance of financial instruments for an entity's financial position and performance, including disclosures about fair value. In addition, disclosure is required of qualitative and quantitative information about exposure to risks arising from financial instruments, including specified minimum disclosures about liquidity risk and market risk. The quantitative disclosures must also include a sensitivity analysis for each type of market risk to which an entity is exposed, showing how net income and other comprehensive income would have been affected by reasonably possible changes in the relevant risk variable. The Company has included disclosures recommended by the new Handbook section in Note 3 and Note 14 to its May 31, 2010 financial statements.

## FINANCIAL INSTRUMENTS – PRESENTATION

Effective April 1, 2009, the Company adopted the new recommendations of the Canadian Institute of Chartered Accountants' Handbook Section 3863, Financial Instruments – Presentation, which replaces the existing requirements on presentation of financial instruments.

## CAPITAL DISCLOSURES

Effective April 1, 2009, the Company adopted CICA Handbook Section 1535 Capital Disclosures, which specifies the disclosure of (i) an entity's objectives, policies and processes for managing capital; (ii) quantitative data about what the entity regards as capital; (iii) whether the entity has complied with any capital requirements; and (iv) if it has not complied, the consequences of such non-compliance. The Company has included disclosures recommended by the new Handbook section in Note 14 to these financial statements.

## GOODWILL AND INTANGIBLE ASSETS

Effective October 1, 2009, the Company adopted CICA Handbook Section 3064 Goodwill and Intangible Assets, the new guidance on the recognition of intangible assets in accordance with the definition of an asset and the criteria for asset recognition, clarifying the application of the concept of matching revenues and expenses, whether these assets are separately acquired or are developed internally. The adoption of this standard is not expected to have a material effect on the Company's earnings and financial position.

## FUTURE ACCOUNTING CHANGES – INTERNATIONAL FINANCIAL REPORTING STANDARDS ("IFRS")

In 2006, the Canadian Accounting Standards Board ("AcSB") published a new strategic plan that will significantly affect financial reporting requirements for Canadian companies. The AcSB strategic plan outlines the convergence of Canadian generally accepted accounting principles with IFRS over an expected five year transitional year. In February, 2009, the AcSB announced that 2011 is the changeover date for publicly-listed companies to use IRFS, replacing Canada's own generally accepted accounting principles. The date is for interim and annual financial statements relating to fiscal years beginning on or after January 1, 2011. The transition date of January 1, 2011 will require the restatement for comparative purposes of amounts reported by the Company for the year ended May 31, 2010. While the Company has begun assessing the adoption of IFRS for 2011, the financial reporting impact of the transition to IFRS cannot be reasonably estimated at this time.

## 3. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (Continued)

### FUTURE INCOME TAX

The Company accounts for income taxes using the liability method of income tax allocation. Future income taxes are recognized for the future income tax consequences attributable to differences between the carrying values of assets and liabilities and their respective income tax basis. Future income tax assets and liabilities are measured using substantively enacted income tax rates as at the balance sheet date. The effect on future income tax assets and liabilities of a change in rates is included in income during the year that includes the enactment date. Future income tax assets are recorded in the financial statements if realization is considered more likely than not.

The Company has experienced continuing profits for the past four years and expects to continue being profitable. In the fiscal year ended 2010 all non-capital losses have been utilized and Income Taxes payable have been accrued. In the opinion of management, the realization of any future income tax assets is considered more likely than not. A future income tax asset has not been disclosed as at May 31, 2010 as the aggregated timing differences that create the future income tax asset are not material.

## 4. PROPERTY, PLANT AND EQUIPMENT

Property, plant and equipment consist of:

| | | **May 31, 2010** | | May 31, 2009 |
|---|---|---|---|---|
| | | **Accumulated** | **Net Book** | Net Book |
| | **Cost** | **Amortization** | **Value** | Value |
| Leasehold improvements | **$ 50,322** | **$ 48,318** | **$ 2,004** | $ 3,340 |
| Furniture and fixtures | **12,656** | **10,389** | **2,267** | 2,834 |
| Computer hardware | **91,731** | **70,858** | **20,873** | 21,982 |
| Computer software | **39,238** | **39,238** | **-** | 2,161 |
| Telephone equipment | **6,405** | **4,116** | **2,289** | 1,385 |
| | **$ 200,352** | **$ 172,919** | **$ 27,433** | $ 31,702 |

## 5. OTHER ASSETS

Intangible assets consist of the "Autohotline" as described in note 6(d):

| | May 31, 2010 | May 31, 2009 |
|---|---|---|
| Acquisition cost | **$ 300,000** | $ 300,000 |
| Less: Accumulated amortization | **(300,000)** | (282,003) |
| | **$ -** | $ 17,997 |

## 6. RELATED PARTY TRANSACTIONS

a) Two directors of the Company are also directors and 50% (in the aggregate) shareholders of Lease Busters Inc. Another director is a partner in a legal firm which provides services to the Company.

b) i) Included in accounts receivable is $34,506 due from a related company (Lease Busters Inc.)

ii) Included in accounts payable is $32,954 due to related parties.

c) Management salaries were paid to certain directors of the Company.

d) Intangible assets were acquired from Lease Busters Inc. and represent the purchase of the rights, systems, data and clientele of Lease Busters Inc.'s "Autohotline".

e) Three directors of the Company have granted an unrelated third party an option to purchase an aggregate of 204,000 common shares of Armada Data Corporation which the directors currently own. The third party provided services that benefited Armada pursuant to a contract. The value of these options has been estimated to be $57,875 using the Black Scholes option pricing model. This amount will be expensed over the term of the stock option agreement which is November 18, 2009 to November 18, 2010.

f) Included in expenses are the following paid to directors and parties related to directors of the Company:

| | 2010 | 2009 |
|---|---|---|
| Management salaries | **$ 273,180** | $ 210,000 |
| Computer consulting | **131,175** | 112,414 |
| Office salaries | **104,171** | 104,116 |
| Professional fees | **57,089** | 31,675 |
| Automobile | **24,498** | 21,600 |
| Rent | **18,000** | 6,000 |
| Printing | **4,590** | - |
| Insurance | **3,900** | 4,800 |
| Advertising | **3,373** | - |
| Customer service | **1,186** | 58,861 |
| | **$ 621,162** | $ 549,466 |

## 6. RELATED PARTY TRANSACTIONS (continued)

g) All of the above transactions have been in the normal course of operations and, in management's opinion, undertaken with the same terms and conditions as transactions with unrelated parties. The value of these transactions approximate fair value. All transactions with related parties are measured at their exchange amount.

## 7. SHARE CAPITAL

a) Authorized

Unlimited common shares without par value

### b) Issued

| | 2010 | | 2009 | |
|---|---|---|---|---|
| CCC Internet Solutions Inc. | **Number of shares** | **$** | Number of shares | $ |
| Balance as at May 31 | 100 | $ 1 | 100 | $ 1 |
| Armada Data Corporation | | | | |
| Balance as at May 31 | **13,598,831** | **$ 1,920,597** | 13,598,831 | $ 1,920,597 |
| Issuance of common shares to director pursuant to exercise of options | **156,666** | **20,166** | - | - |
| Balance as at May 31 | **13,755,497** | **1,940,763** | 13,598,831 | 1,920,597 |
| Combined balances at May 31 | **13,755,597** | **1,940,764** | 13,598,931 | 1,920,598 |
| Eliminate consolidation of subsidiary | **(100)** | **(861,074)** | (100) | (861,074) |
| Consolidated balance sheet at May 31 | **13,755,497** | **$ 1,079,690** | 13,598,831 | $ 1,059,524 |

### c) Fully Diluted Shares

| | 2010 | | 2009 | |
|---|---|---|---|---|
| Balance at May 31 in (note 7(b)) | **13,755,497** | **$ 1,079,690** | 13,598,831 | $ 1,059,524 |
| Common shares issuable pursuant to incentive stock options held by directors and officers of CCCBC (note 7(d)) | **813,334** | **90,333** | 800,000 | 80,000 |
| Fully diluted share capital | **14,568,831** | **$ 1,170,023** | 14,398,831 | $ 1,139,524 |

### d) Stock Options

Stock Options of the Company are granted to eligible persons (as defined in the Company's Stock Option Incentive Plan) and include any director, employee or consultant of the Company. The exercise price of such options are determined by the Board of Directors, provided that such price is not lower than the closing price for the underlying shares as quoted on the TSX Venture Exchange for the market trading day immediately prior to the date of grant less any discount permitted by the TSX Venture Exchange. These options are not transferable and are presently exercisable for a period of up to 10 years from the date of grant.

## 7. SHARE CAPITAL

### (d) Stock Options (Continued)

As of June 1, 2005, the Company adopted the Canadian Institute of Chartered Accountants recommendations on stock-based compensation. The Company uses the fair value method to value and expense stock-based compensation. This method consists of recording compensation cost to earnings over the vesting year of options granted. When stock options are exercised, any consideration paid by the grantee and the related compensation expense recorded as Contributed Surplus in Shareholders' Equity is credited to share capital. The Company has chosen to recognize this accounting policy on a prospective basis, whereby prior-years' financial statements are not restated to reflect this accounting policy. The Company has adopted the cash method of accounting for forfeitures.

| | | | Number of Options | | |
|---|---|---|---|---|---|
| Expiry | Price Per Option | Balance Beginning of Year | Granted (Exercised) | Forfeited | Balance End of Year |
| **Directors and Officers** | | | | | |
| July 2009 | $ 0.30 | 180,000 | - | (180,000) | - |
| May 2012 | $ 0.10 | 800,000 | (66,666) | (100,000) | 633,334 |
| Sub total | | 980,000 | (66,666) | (280,000) | 633,334 |
| **Others** | | | | | |
| July 2009 | $ 0.15 | 150,000 | - | (150,000) | - |
| Aug 2014 | $ 0.30 | - | 270,000 | - | 270,000 |
| Aug 2014 | $ 0.30 | - | (90,000) | - | (90,000) |
| Sub total | | 150,000 | 180,000 | (150,000) | 180,000 |
| Total | | 1,130,000 | 113,334 | (430,000) | 813,334 |

### Summary of the status of the company's Stock options are as follows:

| for the year ended | 2010 | | 2009 | |
|---|---|---|---|---|
| | **Number of Options** | **Weighed Average Exercise Price** | Number of Options | Weighed Average Exercise Price |
| **Directors and Officers** | | | | |
| Balance beg. of year | **980,000** | **$ 0.14** | 180,000 | $ 0.30 |
| Granted | | | 800,000 | $ 0.10 |
| Exercised | **(66,666)** | **$ 0.10** | - | |
| Forfeited | **(180,000)** | **$ 0.30** | | |
| | **(100,000)** | **$ 0.10** | | |
| Balance end. of year | **633,334** | **$ 0.10** | 980,000 | $ 0.14 |
| **Others** | | | | |
| Balance beg. of year | **150,000** | **$ 0.30** | 150,000 | $ 0.30 |
| Granted | **270,000** | **$ 0.15** | - | |
| Exercised | **(90,000)** | **$ 0.15** | - | |
| Forfeited | **(150,000)** | **$ 0.30** | - | |
| Balance end. of year | **180,000** | **$ 0.15** | 150,000 | $ 0.30 |
| Total | **813,334** | **$ 0.11** | 1,130,000 | $ 0.16 |

## 7. SHARE CAPITAL
### (d) Stock Options (Continued)

The fair value of the options granted during the year ended May 31, 2010 was estimated at the grant date using the Black-Scholes option pricing model with the following weighted average assumptions:

| | |
|---|---|
| Expected volatility | 125% |
| Risk free interest rate | 1.98% |
| Expected life | 4.25 years |
| Expected dividend yield | 0.05% |

Option pricing models require the input of highly subjective assumptions including the expected price volatility. Changes in the subjective input assumptions can materially affect the fair value estimate, and therefore the existing models do not necessarily provide a reliable single measure of the fair value of the Company's stock options.

### e) Shares Issuable Under the Plan

Subject to the requirements of the Exchange:

i. the aggregate number of Option Shares that may be issuable pursuant to Options granted under the Plan will not exceed 2,700,000 shares;

ii. unless approval of this Plan is obtained by Disinterested Shareholder Approval,

a. the number of shares reserved for issuance under Options granted to Insiders of the Corporation under this Plan and all outstanding stock option plans or grants of options may not at any time exceed ten percent (10%) of the issued shares of the Corporation;

b. no more than an aggregate of ten percent (10%) of the issued shares of the Corporation, calculated at the date the option(s) is(are) granted, may be granted to Insiders of the Corporation in any twelve (12) month year under this Plan and all outstanding stock option plans or grants of options;

c. no more than an aggregate of five percent (5%) of the issued shares of the Corporation, calculated at the date the Option is granted, may be granted to any one Optionee in any twelve (12) month year under this Plan and all outstanding stock option plans or grants of options;

however, upon obtaining the requisite Disinterested Shareholder Approval, these provisions shall no longer apply;

iii. no more than two percent (2%) of the issued shares of the Corporation, calculated at the date the Option is granted, may be granted to any one Consultant in any twelve (12) month year;

iv. no more than an aggregate of two percent (2%) of the issued shares of the Corporation, calculated at the date the Option is granted, may be granted to persons providing Investor Relations Activities in any twelve (12) month year.

## 8. INCOME TAXES

The Company follows the liability method of accounting for income taxes. Under this method, future tax liabilities and assets are recognized for the estimated tax consequences attributable to differences between the financial statement carrying amounts of assets and liabilities and their respective tax bases. Future tax liabilities and assets are measured using enacted tax rates. The effect on the future tax liabilities and assets of a change in tax rates is recognized in the year that the change occurs.

In fiscal 2010, the Company utilized $135,801 in non-capital losses from prior years in order to off-set the current fiscal year's taxable income

A reconciliation between Income for accounting and income taxes is as follows:

| | |
|---|---|
| Accounting income | $ 345,717 |
| Add: Non-deductible stock<br>Based compensation costs | 97,570 |
| Add: Non-deductible portion of promotion | 6,420 |
| Less: Capital cost allowance claimed in excess of amortization | (107,430) |
| Less: Share issue costs deductible for income tax | (31,565) |
| Less: Non-capital loss carry forwards utilized in current fiscal year | (135,801) |
| Taxable income | 174,911 |
| Effective tax rate | 32.6% |
| Current income tax provision | $ 56,997 |

## 9. COMMITMENTS

a) The Company has entered into various operating leases which continue until fiscal 2011. The minimum rental payments (net of H.S.T.) for the next fiscal year is:

| | |
|---|---|
| Fiscal 2011 | $ 1,218 |

b) Subsequent to May 31, 2010, the company entered into a five year lease for it's premises. This lease is from September 2010 to August 2015. The minimum rental for the next five fiscal years including estimated operating costs are as follows:

| | |
|---|---|
| Fiscal 2011 | $ 63,576 |
| Fiscal 2012 | 89,972 |
| Fiscal 2013 | 92,370 |
| Fiscal 2014 | 96,270 |
| Fiscal 2015 | 97,920 |
| | $ 440,108 |

## 10. SEGMENTED INFORMATION

The Company's operations consist of five main divisions; Insurance Services, Retail Services, Dealer Services, Auto Marketing Group Services ("AMGS") and Advertising/Marketing Services. The Insurance Service division derives its revenue from the sale of total loss replacement vehicle reports to major Canadian insurance companies. The Retail Services division consists of the sale of new car pricing data to consumers primarily through the Company's website as well as the reselling of this new car pricing data to qualified third party vendors. The Dealer Services division generates revenue through the sale of new vehicle leads derived from membership sales from Car-Cost-Canada. The AMGS division derives its revenue from the administration and maintenance of certain websites of business partners. The Advertising/Marketing Services division is made up of the sale of online third party website advertising, consulting fees and other new car or car business related marketing activities.

### Revenue earned by divisions are as follows:

| | 2010 | % | 2009 | % |
|---|---|---|---|---|
| Insurance services | **$ 1,103,880** | **(38)** | $ 734,679 | (34) |
| Retail services | **861,994** | **(29)** | 716,197 | (33) |
| Dealer services | **849,642** | **(29)** | 532,734 | (25) |
| Advertising/Marketing Services | **123,647** | **(4)** | 76,391 | (3) |
| Auto Marketing Group Services | **7,494** | - | 97,899 | (5) |
| | **$ 2,946,657** | **(100)** | $ 2,157,900 | (100) |

### Segmented Information

Cash, prepaids, property, plant, equipment together with intangible assets are used commonly by the five divisions. The Company does not record or measure the usage of these assets that relate to their underlying value by segment.

The accounts receivable can be broken down by segment and is indicated below:

| | 2010 | 2009 |
|---|---|---|
| Insurance | **$ 173,436** | $ 159,708 |
| Retail | - | - |
| Dealer | **177,279** | 230,100 |
| Auto Marketing | - | - |
| Advertising | - | - |
| Other – Not reportable by segment | **61,223** | 35,727 |
| Total accounts receivable | **$ 411,938** | $ 425,535 |

## 11. CONTRIBUTED SURPLUS

| | 2010 | 2009 |
|---|---|---|
| Opening balance as at May 31 | **$ 73,985** | $ 71,321 |
| Stock based compensation expense | **97,570** | 2,664 |
| Closing balance as at May 31 | **$ 171,555** | $ 73,985 |

## 12. SUBSEQUENT EVENTS

(a) On July 21, 2010, the Company acquired the assets of a corporation related to a director of Armada Data Corporation. The assets acquired include computer hardware and software as well as client and supplier contracts. The purchase price was $200,000 payable as follows:

| | |
|---|---|
| $ 20,000 | Cash |
| 90,000 | Non-interest bearing note payable in 18 equal $5,000 monthly installments, effective July 2010 |
| 90,000 | 290,323 common shares of Armada Data Corporation at $0.31 |
| $ 200,000 | |

In addition to the above purchase price the Company incurred $22,975 in professional and other fees prior to May 31, 2010.

(b) On August 19, 2010, 90,000 options were vested and were subsequently exercised on August 30, 2010.

(c) Subsequent to May 31, 2010, the Company entered into a five year lease for the rental of it's premises. The details of this lease are outlined in note 9.

## 13. FINANCIAL INSTRUMENTS AND RISK MANAGEMENT

All significant financial assets, financial liabilities and equity instruments of the Company are either recognized or disclosed in the consolidated financial statements together with other information relevant for making a reasonable assessment of future cash flows, interest rate risk and credit risk. The Company is also subject to the risk generally associated with the operation of income-producing websites and normal course business risk.

These risks include fluctuations in site traffic, sales, operating expenses, and other risk of unavailability of further equity financing and/or funding. Other associated risks may include competition, technical constraints in further business development, and possible service interruptions.

13. FINANCIAL INSTRUMENTS AND RISK MANAGEMENT (Continued)

## Fair Value

The fair value of cash, amounts receivable, accounts payable and accrued liabilities approximate carrying value due to the relatively short term maturities of these instruments.

The fair value of short-term investments is recorded at its fair value being its face value plus accrued interest.

## Risk Management

The Company may be exposed to risks of varying degrees of significance which could affect its ability to achieve its strategic objectives. The main objectives of the Company's risk management processes are to ensure that the risks are properly identified and that the capital base is adequate in relation to those risks. The principal risks to which the Company is exposed to are described below.

## Capital Risk

The Company manages its capital with the objective of providing adequate capital resources for the Company to maintain and develop its websites and other business activities. The capital structure of the Company consists of shareholder's equity and depends on the ability of the Company to raise ongoing capital and on the future profitability of the Company's operations.

## Credit Risk

Credit risk is the risk that a client or vendor will be unable to pay or receive any amounts owed or owing by the Company. Management's assessment of the Company's credit risk is low as it is primarily attributable to funds held in Canadian banks, Goods and Services Tax payable to the Federal Government of Canada which taxes are included in amounts payable.

## Liquidity Risk

Liquidity risk is the risk that the Company is not able to meet its financial obligations as they fall due. There can be no assurance that the Company will be able to obtain adequate financing in the future or that the terms of such financing will be favorable. The Company may seek additional financing through debt or equity offerings, but there can be no assurance that such financing will be available on terms acceptable to the Company or at all. Any equity offering will result in dilution to the ownership interests of the Company's shareholders and may result in dilution to the value of such interests.

## Market Risk

Market risk incorporates a range of risks. Movements in risk factors, such as market price risk and currency risk, affect the fair values of financial assets and liabilities. The Company is exposed to these risks. The ability of the Company to develop or market its services and the future profitability of the Company is related to these market risks.

13. FINANCIAL INSTRUMENTS AND RISK MANAGEMENT (Continued)

### Interest rate risk

The Company has cash balances and no interest-bearing debt.

### Foreign currency risk

The Company's functional currency is the Canadian dollar and major purchases, which consist primarily of expenses, are transacted in Canadian dollars. The Company operations are in Canada, and it does not engage in hedging activities.

### Price risk

The Company is not exposed to price risk.

### Sensitivity analysis

The Company's cash is measured at fair value. Financial instruments included in amounts receivable are classified as accounts receivable, which are measured at cost. Accounts payable and accrued liabilities are classified as other financial liabilities, which are measured at cost. As at May 31, 2010, the carrying and fair value amounts of the Company's financial instruments are the same.

Based on management's knowledge and experience of the financial markets, the Company believes that the movements in interest rates that are reasonably possible over the next twelve month year will not have a significant impact on the Company.

The Company does not hold material reserves of foreign currencies to give rise to exposure to foreign exchange risk. Therefore a percentage change in certain foreign exchange rates will not have a significant impact on the Company.

## 14. CAPITAL MANAGEMENT

The Company manages its capital structure and makes adjustments to it, based on the funds available to the Company, in order to support the acquisition, and development of additional business opportunities. The Board of Directors does not establish quantitative return on capital criteria for management, but rather relies on the expertise of the Company's management to sustain future development of the business.

The Company will continue to assess new business opportunities and seek to acquire an interest in additional interests if it feels there is sufficient economic potential and if it has adequate financial resources to do so. Management reviews its capital management approach on an ongoing basis and believes that this approach, given the relative size of the Company, is reasonable.

There were no changes in the Company's approach to capital management during the year ended May 31, 2010.

## ARMADA DATA CORPORATION (FORMERLY CCC INTERNET SOLUTIONS INC.)

## SCHEDULE "B" – SUPPLEMENTARY INFORMATION FOR THE YEAR ENDED MAY 31, 2010

| | Number | Name | Exercise Price | Date Granted | Expiry Date |
|---|---|---|---|---|---|
| i) Directors and Officers | | | | | |
| | 66,667 | Paul Timoteo | 0.10 | May 11, 2009 | May 11, 2012 |
| | 66,667 | James Matthews | 0.10 | May 11, 2009 | May 11, 2012 |
| | 100,000 | Eli Oszlak | 0.10 | May 11, 2009 | May 11, 2012 |
| | 100,000 | Rob Montemarano | 0.10 | May 11, 2009 | May 11, 2012 |
| | 100,000 | Gregory Harris | 0.10 | May 11, 2009 | May 11, 2012 |
| | 100,000 | Fred Marotta | 0.10 | May 11, 2009 | May 11, 2012 |
| | 100,000 | Michael Cooper | 0.10 | May 11, 2009 | May 11, 2012 |
| | 633,334 | | | | |

| Exercise | Date Number | Expiry Name | Price | Granted | Date |
|---|---|---|---|---|---|
| ii) Consultant | 180,000 | Intergrated Investor Relations Inc. | 0.15 | August 19, 2009 | August 19, 2014 |
| Total | 813,334 | | | | |

List of Directors and Officers

R. James Matthews – Director, CEO and Secretary Treasurer

Paul Timoteo – Director, CFO and President

Eli Oszlak – Director, Vice President

Rob Montemarano – Director, Audit Committee Member

Fred Marotta – Director, Chairman of Audit Committee

Gregory Harris – Director, Audit Committee Member

Michael Cooper - Director

## Corporate information

| | |
|---|---|
| Corporate Office | Armada Data Corporation<br>5710 Timberlea Blvd, Suite 201<br>Mississauga, Ontario<br>L4W 4W1<br>Telephone: (866) 453-6995<br>Facsimile: (905) 624-3259 |
| Directors | Michael Cooper BA<br>Greg Harris BA. LLB.<br>Fred Marotta<br>James Matthews B.Comm<br>Robert Montemarano BA.<br>Eli Oszlak<br>Paul Timoteo |
| Officers | James Matthews \| Secretary & Chief Executive Officer<br>Paul Timoteo \| President & Chief Financial Officer<br>Eli Oszlak \| Vice President & Chief Technical Officer |
| Stock Exchange | TSX Venture Exchange |
| Symbol | ARD |
| Transfer Agent | Computershare Limited |
| Legal Counsel | Harris & Harris LLP Barristers and Solicitors, Mississauga, Ontario |
| Auditor | Philip Gigan C.A., Toronto, Ontario |
| Bank | Bank of Montreal and HSBC, Mississauga, Ontario |
| Annual Meeting | Annual Meeting of Shareholders will be held at:<br>Armada Data Corporation<br>5710 Timberlea Boulevard, Suite 201<br>Mississauga, Ontario<br>November 24th, 2010 at 4:00 PM |

www.ArmadaData.com
www.ArmadaInsurance.ca
www.CarCostCanada.com
www.TheCarMagazine.com

Armada Data Corporation trades on the TSX Venture Exchange
TSX: ARD.V