

For immediate release: Monday, May 30, 2011

## **Armada Takes Prime to New Level**

**Mississauga, Ontario, May 30, 2011, - Armada Data Corporation (TSX.V: ARD)** is proud to announce the official launch of [www.PrimeSealRoofing.com](http://www.PrimeSealRoofing.com). A website created by Armada for Prime Seal Roofing Systems Ltd. (PSR)

PSR, located in Toronto, Ontario has provided professional roofing services to residential and commercial customers throughout the Greater Toronto Area for over twenty (20) years, including many new home developers. They are dedicated to creating the goodwill and trust that ensures the highest possible levels of customer satisfaction.

Victor Maciel, General Manager of PSR, said “our new site now gives us the professional look I was hoping for. The site is now much more informative and easily navigable which will help our customers find the information they are looking for. We are very pleased that Armada was able to provide a fresh new design and produce the new site within a very short time frame. The fact that our team can add and revise the web site content whenever we need to, will ensure that our site is updated on a more regular basis; making it much more useful to our customers.”

Since the site was developed using a modern and easy to use content management system, the PSR staff will be able to easily send out updates and promotions via Twitter and Facebook without having to login to each site to ensure the website remains the central hub for all communication activity.

Armada's I.T., website marketing and business development teams worked together with PSR to not only create a better looking website with a strong search engine rankings, but to turn it into a great selling tool as well, which will reduce the dependence on expensive and ineffective print ads.

“We recognized that having a website that looked good was only part of the equation. We also needed to have a site with good structure built in from the very start, to help us grow our business. With Armada's help we are looking to grow our business by more than twenty (20) percent within the next twelve (12) months. Seeing the success that Armada has had with their websites gave us the confidence that they were the right group for us”, said Maciel.

Paul Timoteo; Armada Data's President and CFO said “we are very pleased with the new PSR website and we are confident that the site will be integral to the success of PSR's growth objectives during 2011 and beyond. By implementing our proprietary online marketing techniques we can ensure that PSR gets exposed to as many potential customers as possible while lowering their current marketing budget.”

### **About Armada Data Corp.**

Armada Data Corporation (“Armada” or “the Company”) is an Information Services Company providing accurate and real-time data, to institutional and retail customers, through developing, owning and operating automotive related web sites and providing information technology and marketing services to its clients.



5710 Timberlea Blvd  
Suite-201  
Mississauga, Ontario  
L4W 4W1, CANADA  
Tel: 866-453-6995  
Fax: 905-624-3259

Armada Data Corp shares are listed on the TSX Venture exchange under the trading Symbol ARD. Armada has 14,359,154 shares outstanding.

Additional information relating to Armada Data Corporation is filed on SEDAR, and can be viewed at [www.sedar.com](http://www.sedar.com).

For further information, please contact:

**Armada Data Corporation**  
**Mr. Paul Timoteo, President & CFO**  
Tel 1-866-453-6995 ext 224  
Email: [PT@ArmadaData.com](mailto:PT@ArmadaData.com)

**Public Relations;** please contact Mr. Nelson Hudes at Hudes Communications International Tel 905-660-9155 or email: [Nelson@HudesCommunications.com](mailto:Nelson@HudesCommunications.com)

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.

This news release contains forward-looking information within the meaning of Canadian securities laws, including statements relating to revenue, earnings, customer demand, penetration and increases to market share and anticipated growth. Forward-looking statements are based on estimates and assumptions made by Armada in light of its experience and perception of historical trends, current conditions and expected future developments, as well as other factors Armada believes are appropriate. Many factors could cause the actual results of Armada to differ materially from those expressed or implied by the forward-looking statements, including, without limitation, reduced spending by customers and risks relating to general economic conditions. Readers should not place undue reliance on Armada's forward-looking statements. Armada undertakes no obligation to update or revise any forward-looking information, except as required by law.