

For immediate Release: August 8, 2011

## Armada Data Acquisition

**Mississauga, Ontario, August 8, 2011, - Armada Data Corporation (TSX.V: ARD)** ("Armada") announces that it has entered into an agreement in principal to acquire 90% of the issued and outstanding shares of The Big & Easy Bottle Brewing Company Inc. ("TBE"). TBE is the holder of all of the shares of Mister Beer Inc., a company which invented and has a pending patent on a unique 'microbrewery in a bottle', allowing consumers to easily produce premium beer at roughly half the cost of regular beer. Because the product, at the point of sale, contains no alcohol, it can be sold in any store, including grocery and convenience stores throughout Canada. To date, the company has sold over 1,000,000 litres at over 50 retail stores throughout Canada. More information about the company is available at [www.BottleBrew.com](http://www.BottleBrew.com). TBE is a private Ontario corporation owned by Stefan Riedelsheimer, Monica Riedelsheimer and Klaus Melisch.

The aggregate purchase price for the 90% of the shares of TBE to be acquired by Armada will be \$857,000 payable as follows: (i) \$280,000 cash payable on closing; (ii) a convertible promissory note in the amount of \$100,000 (the "Note"); (iii) \$400,000 worth of Armada common shares issued at closing at an issue price of \$0.20, such that 2,000,000 shares of Armada will be issued; and (iv) assumption by Armada of \$77,000 of debt of the Mister Beer business. The Note will be payable in monthly installments of \$4,166.67 over a 24 month term (no interest is applicable on the Note). The outstanding principal balance on the Note is convertible into shares of Armada at a conversion rate of \$0.25 per share of Armada, at any time during the 24 month term of the Note. The shares to be issued will be subject to all applicable securities and regulatory hold periods.

The closing of the transaction related to the acquisition of TBE is conditional on Armada and the shareholders of TBE entering into a share purchase agreement and shareholders agreement, and Mister Beer Inc. (as approved by Armada) entering into an employment agreement with Mr. Riedelsheimer.

Armada will also commit to financing capital investments for the Mister Beer business of \$700,000 over a 36 month period and contributing \$100,000 towards marketing and business development costs for the Mister Beer business.

The completion of the Share Purchase transaction between Armada and the shareholders of TBE will qualify as an expedited transaction pursuant to TSX-V policies, and will not therefore require shareholder approval.

On completion of the transaction, both Mr. Riedelsheimer and Mr. Melisch will become directors of Armada. Mr. Riedelsheimer will also continue as an employee of Mister Beer Inc.

Paul Timoteo, President and CFO of Armada said, "This is a very important acquisition for Armada. It expands the company's strategy of diversifying its revenue streams and leveraging its cost-effective on-line marketing expertise. We were all very impressed by the quality of the beer produced by the patent-pending Mister Beer product. By combining a great product with Armada's financial strength and proven marketing strategies, management is confident this acquisition will have a positive impact on Armada's earnings moving forward."

The final closing of the transaction is expected to occur on or about August 18, 2011.

### **About Armada Data Corporation**

Armada Data Corporation is a profitable Information & Marketing 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 websites. The company also provides information technology & marketing services to its clients in Canada as well as internationally.

Armada Data Corporation 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).

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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



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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.