

For immediate Release: October 11, 2011

## **Armada Closes Mister Beer Acquisition**

**Mississauga, Ontario, October 11, 2011, - Armada Data Corporation (TSX.V: ARD)** (“Armada”) announces that it has closed the acquisition of 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 produces and markets a ‘microbrewery in a bottle’ product, which allows 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 100 retail stores throughout Canada. More information about the company is available at [www.BottleBrew.com](http://www.BottleBrew.com).

The aggregate purchase price for the 90% of the shares of TBE acquired by Armada was \$857,000, payable as follows: (i) the issuance of a non interest bearing promissory note in the principal amount of \$100,000 payable in monthly instalments over a 24 month term; (ii) the issuance of \$400,000 worth of the Corporation’s common shares at an issue price of \$0.20, thereby resulting in the issuance of 2,000,000 shares of the Corporation; (iii) the issuance of common share purchase warrants to acquire up to 400,000 common shares in the capital of the Corporation at an exercise price of \$0.25 per share, expiring 24 months after the date of closing; and (iv) the assumption by the Corporation of an aggregate of \$357,000 of debt of TBE.

Armada also committed 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.

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. Everyone we introduced the product to has been very impressed by the quality of the beer produced. 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.”

### **About Armada Data Corporation**

Armada Data Corporation is a diversified and profitable Information & Marketing Services Company providing unique vehicle pricing data to Canadian Insurance companies via [www.ArmadaInsurance.ca](http://www.ArmadaInsurance.ca) and retail customers via [www.CarCostCanada.com](http://www.CarCostCanada.com) and [www.TheCarMagazine.com](http://www.TheCarMagazine.com). The company provides Information Technology & Marketing services to over 400 clients in Canada and internationally.

The company, via its Mister Beer subsidiary, also produces, markets and distributes a unique “microbrewery in a bottle” [www.BottleBrew.com](http://www.BottleBrew.com), allowing consumers to easily produce premium beer at roughly half the cost of regular beer.

Armada Data Corporation shares are listed on the TSX Venture exchange under the trading Symbol ARD. Armada has 16,359,154 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 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.