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Armada announces Q3 2015 Results

Mississauga, Ontario, April 27, 2015 - Armada Data Corporation (TSX.V: ARD) reports its interim financial results for the quarter ended February 28, 2015 have now been filed on Sedar and are available to view on the Company's website www.ArmadaData.com as well as on Sedar at www.Sedar.com.

Selected Quarterly Information

Fiscal Year	2015	2015	2015	2014	2014	2014	2014	2013
Quarter Ended	Feb-28, 2015	Nov-30, 2014	Aug-31, 2014	May-31, 2014	Feb-28, 2014	Nov-30, 2013	Aug-31, 2013	May-31, 2013
Total Sales	474,293	580,517	570,012	456,549	629,869	704,626	764,576	731,644
Cost of Goods Sold	(7,496)	(53,633)	(17,977)	(18,619)	(128,856)	(85,911)	(62,034)	(110,123)
Gross Operating Profit	466,797	526,884	552,035	437,930	501,013	618,715	702,542	621,521
Comprehensive (Loss) Income	(45,683)	(62,120)	(2,267)	(331,393)	(58,352)	(5,338)	154,941	(519,430)
Comprehensive (Loss) Income per Share	\$(0.01)	\$(0.00)	\$(0.00)	\$(0.02)	\$(0.01)	\$0.00	\$0.01	\$(0.03)

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

Operations

The Company's total sales decreased by 25% in the quarter ended February 28, 2015, from \$629,869 in 2014 to \$474,293. Gross operating profit of \$466,797 in 2015 is a decrease of 7% from \$501,013 in 2014.

The Company reported a comprehensive loss of \$(45,683) this quarter, compared to comprehensive loss of \$(58,352) last year due to the ongoing monthly operating losses incurred by the Mister Beer division – for this quarter \$(63,448).

However, Armada Data Corporation's core "data" business earned a before tax profit of \$17,765, which was allocated to absorb the operating losses sustained by Mister Beer Inc.

The Insurance Services division experienced a 6% decrease in revenue, from \$257,900 in 2014 to \$241,433 in 2015.

The Retail Services division revenue was down 37% to \$56,798 in 2015 from \$89,462. The updated CarCostCanada.com website, as well as the new Partners and Discounts program clearly helped the CarCostCanada.com membership program maintain a strong presence in the marketplace, despite increasing competition. Management believes these improvements have assisted in slowing the downward trend that the membership sales have been on, and have formulated a plan to realize sustained growth, increase market share and new partnerships. These improvements should start to be realized in fiscal 2015, and the Company will keep building on these strategies in future years.

The Dealer Services division revenue increased by 1%, from \$140,872 in 2012 to \$142,129 in 2015, despite some manufacturer intervention on the part of an automaker that discourages their dealer-body from participating in

any type of third-party lead generation program. This division's dealer development team has a plan to service the customers who find themselves without a dealer referral, although full implementation of this program will not be complete immediately.

The Advertising/Marketing Services division, which derives its revenue from the sale of online third party advertising on CarCostCanada.com and TheCarMagazine.com decreased from \$1,240 to \$200, or 84%. This reduction was due to CarCostCanada's decision to further secure the websites from ecommerce fraud, site hacking and online intruders; management continues to look into technology that will allow us to provide customers with a fully secure website while we deliver third party advertisements.

The Information Technology division revenue decreased 37% to \$27,129, down from \$42,880 in 2014. This reduction is solely due to management's decision to devote its resources to internal web development only. IT continues to offer technical support and web site hosting to hundreds of customers, and develop new customer relationships on a regular basis.

The Mister Beer division's revenues are down from \$97,515 to \$6,604 or 93%. Direct product costs and labour decreased by 94%, from \$128,856 to \$7,496. The net loss for Mister Beer Inc. went from \$(31,341) in 2014 to \$(892) in 2014, a decrease of 97%. Management made the decision to close the production facility on January 1, 2015, in order to explore options with respect to a sale or other disposition of the Bottle Brew business line.

Total expenses before amortization decreased to \$482,042 compared to \$537,450, a 10% decrease over last year. This is attributed to ceasing production at Mister Beer Inc.

The bank indebtedness decreased from \$(231,464) at February 28, 2014 to nil at February 28, 2015, attributed to acquiring addition financing from a company owned by a director of Armada.

Accounts receivable decreased to \$264,728 as at February 28, 2015 from \$444,635 last year. Related party accounts receivable increased from \$9,048 to \$10,933.

Accounts payable decreased to \$195,358 as at February 28, 2015 from \$268,585 a year earlier. Related parties accounts payable decreased to \$3,313 as at February 28, 2015, from \$11,016 last year.

The Company acquired additional financing in the form of a second Note Payable from a company owned by a director of Armada Data Corporation. This financing paid out the bank indebtedness and is in addition to a Note Payable of \$100,000 with the same company, obtained in November 2014. The principal amount of this Note is \$200,000 and bears interest of 12% per year. Monthly interest payments will be made until January 30, 2016, and the Note matures at February 29, 2016, at which time the principal balance of \$200,000 will be due.

As a result of the loss reported by the Company for this period, the Company's deficit increased to \$(1,218,676) as at February 28, 2015 compared to a deficit of \$(831,495) last year.

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

Revenues earned by the divisions are as follows:

	3 months ended February 28, 2015		3 months ended February 28, 2014		year ended May 31, 2014				
Insurance Services	\$	241,433	52%	\$	257,900	51%	\$	983,405	44%
Retail Services		56,798	12%		89,462	18%		437,734	19%
Dealer Services		142,129	30%		140,872	28%		676,995	30%
Internet Technology		27,129	6%		42,880	9%		104,654	5%
Advertising/Marketing Services		200	0%		1,240	0%		8,336	-
Total revenue - Armada Data Corp		<u>467,689</u>	100%		<u>532,354</u>	106%		<u>2,211,124</u>	98%
Revenue - Mister Beer Inc.		6,604			97,515			344,496	
Less: Direct product costs/w ages - Mister Beer Inc.		<u>(7,496)</u>			<u>(128,856)</u>			<u>(295,420)</u>	
Total revenue - Mister Beer Inc.	\$	<u>(892)</u>	0%	\$	<u>(31,341)</u>	-6%	\$	<u>49,076</u>	2%
Total consolidated revenue	\$	<u>466,797</u>	100%	\$	<u>501,013</u>	100%	\$	<u>2,260,200</u>	100%

Related Party Transactions

Salaries and expenses are paid to an officer of the Company, who is also 50% shareholder of Lease Busters Inc. Legal fees are paid to a law firm, of which a partner is a (non-remunerated) director of the Company. Financing was acquired from a company owned by a director of the Company. All of the actual costs noted in this section are paid at fair market value in the normal course of business.

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's information and marketing abilities have enabled the company to leverage that experience into the food and beverage industry by its acquisition of 90% of the issued and outstanding shares of The Big & Easy Bottle Brewing Company Inc. The Big & Easy Bottle Brewing Company Inc. owns 100% of Mister Beer Inc., which invented, produces and markets the unique "microbrewery in a bottle" beer-making kit. The Mister Beer production facility was closed January 1, 2015.

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.

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