

Fall 2009

Armada
Data Corporation

CANADA'S #1 VEHICLE PRICING SERVICE

CORPORATE PROFILE

Armada Data Corporation is an Automobile Information Services Company providing proprietary real-time pricing data to corporate and retail customers. The Company creates, owns, and operates profitable automotive pricing web sites in both the Business-to-Business (B2B) and Business-to-Consumer (B2C) verticals. Based in Mississauga, Ontario, Armada Data commenced operations in July 1999 and currently has eighteen employees.

STOCK INFORMATION

Symbol	ARD (TSX V)
Recent stock price	C\$0.60
Price range	C\$0.05 - \$0.65
Public float (approx.)	6,000,000
Shares issued & outstanding	13,598,831
Insider ownership (approx.)	45%

BUSINESS OVERVIEW

Armada Data collects automobile data (including manufacturer's new-car retail and wholesale pricing and factory incentives) and dealer data (including a full list of all dealers in Canada and their contact information and mark-up/selling prices). The Company then repackages and reformats this information into a written and a web-based format and sells it to Insurance Companies (Aviva, Axa, Pilot, Allstate, RBC etc), new-car retail buyers and large associations (CAA, Consumer Reports).

INVESTMENT HIGHLIGHTS

- Profitable High-Margin Micro-Cap
- Paying 1/2 Cent Dividend
- 100% Debt Free
- High Barrier to Entry

RETAIL AUTOMOBILE VEHICLE PRICING SERVICES

Armada Data offers comprehensive up to date information for new-car buyers, including dealer invoice cost prices, through its flagship B2C web site www.carcostcanada.com. CarCostCanada empowers members with the knowledge needed to effectively negotiate lower cost purchases of new automobiles. CarCostCanada provides not only a strong revenue stream but also the essential data for the Company's other web-based services, and websites.

CarCostCanada has undergone considerable refinements over the past year resulting in improved margins, increased site traffic, and a rise in revenues. Over 100,000 individuals have become members, generating consistent revenue growth. The Rapid Response Dealer Service provides "no non-sense" quotations from pre-screened dealers in most markets across the country and is offered to members at no extra cost, helping them simplify the buying process and save time. This service creates a consistent monthly recurring revenue stream from dealers.

On average, over 1,000,000 new vehicles are sold retail each year in Canada. CarCostCanada is well on its way to reaching its long-term goal of penetrating 10% of the new-car retail buyers market in Canada.

Armada Data also operates The Car Magazine web site, www.thecarmagazine.com a Canadian on-line automobile magazine featuring the latest news, reviews and road tests.

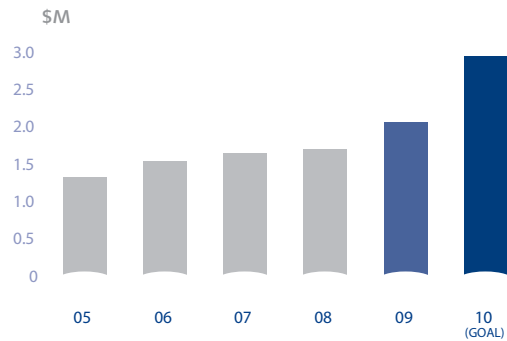
ARMADA INSURANCE SERVICES

Armada operates a unique outsourcing service exclusively for the automobile insurance industry specializing in establishing vehicle replacement pricing as part of the claims process saving Insurance companies' time and ensuring higher accuracy, efficiency and lower claims Settlement amounts.

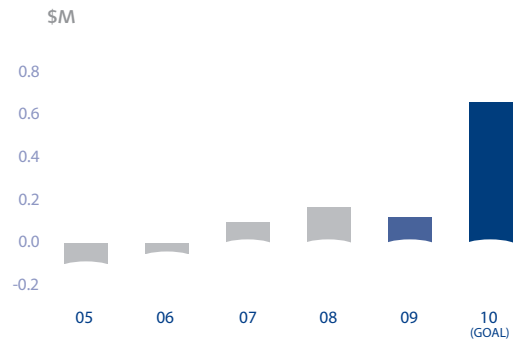


ARMADA'S SOLID FINANCIAL POSITION

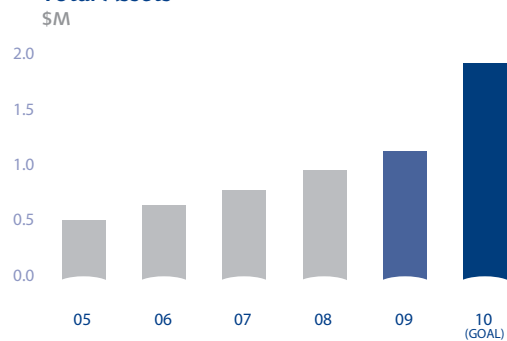
Gross Revenue



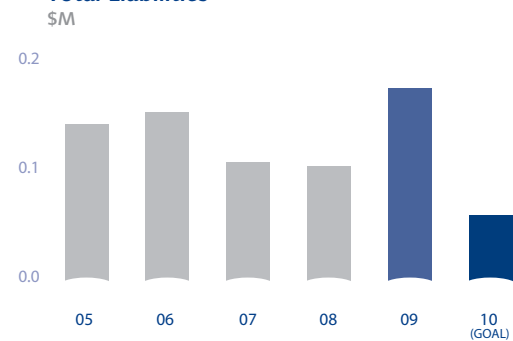
Net Income



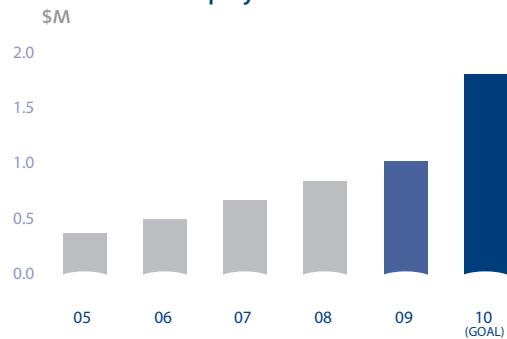
Total Assets



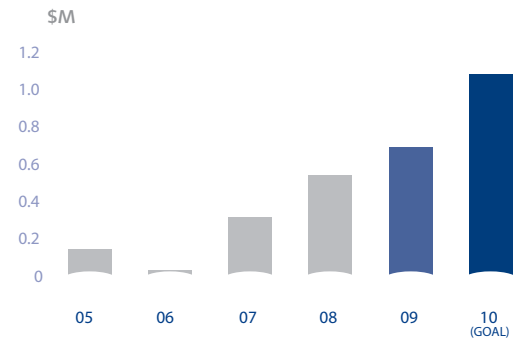
Total Liabilities



Shareholders Equity



Cash Reserves



GOALS FOR FISCAL 2010 (ENDING MAY 31, 2010)

For 2010, Armada's Management looks to:

- Continue to aggressively grow its Retail and Insurance services businesses
- Pursue accretive acquisitions to grow the company
- Achieve EPS growth of 100%-200%
- Achieve EPS of \$0.04-\$0.06 in fiscal 2010

MANAGEMENT

Paul Timoteo,
President & Chief Financial Officer

James Matthews,
Chief Executive Officer

Eli Oszlak,
Chief Technical Officer

INVESTOR RELATIONS

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CONTACT INFORMATION

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