

URBANA CORPORATION

UNAUDITED Summary of Investment Portfolio as at July 30, 2010

Number of Shares, Units or Seats	Description	Cost	Market Value	% of Portfolio Market Value	% of Total Net Asset Value
1,760,000	CBOE Holdings, Inc. ¹	\$ 58,290,423	\$ 47,178,609	30.90%	29.29%
1,900,000	NYSE Euronext ²	121,501,189	56,691,538	37.13%	35.20%
2,814,808	Bombay Stock Exchange	29,405,209	23,296,926	15.26%	14.47%
169,341	Budapest Stock Exchange	4,761,242	6,816,744	4.46%	4.23%
180,000	TMX Group Inc.	7,058,590	5,128,200	3.36%	3.18%
42	Minneapolis Grain Exchange	10,244,301	3,676,922	2.41%	2.28%
11	Kansas City Board of Trade	5,948,967	4,305,191	2.82%	2.67%
2,200,000	2232057 Ontario Inc. ³	2,200,000	1,790,580	1.17%	1.11%
55	OneChicago LLC	3,175,830	343,958	0.23%	0.21%
1,250,000	CNSX Markets Inc. ⁴	1,250,000	1,250,000	0.82%	0.78%
50,000	Bulgarian Stock Exchange	724,589	118,415	0.08%	0.07%
24,683	Bermuda Stock Exchange	533,099	234,858	0.15%	0.15%
100	CIH Inc. voting shares	105	103	0.00%	0.00%
312,500	CNSX Markets Inc. ⁴ Class A	0	0	0.00%	0.00%
	Cash and Cash Equivalents	1,854,924	1,846,659	1.21%	1.15%
	Total	\$ 246,948,467	\$ 152,678,703	100.00%	94.80%
	Private Exchanges			26.23%	24.86%

Total Net Asset Value (NAV) as at July 30, 2010

Shares outstanding: 10,000,000 Common shares
75,566,600 Non-Voting Class A shares
85,566,600

ASSETS

Market Value of Investment Portfolio \$ 152,678,703
 Other Assets⁵ 4,082,711
TOTAL ASSETS \$ 156,761,414

LIABILITIES

BMO Demand Loan 4,155,000
 Accounts Payable and Accrued Liabilities 313,601
TOTAL LIABILITIES (excluding income tax) 4,468,601

Future Tax Liability (Asset)⁶ (8,759,004)
TOTAL NET ASSET VALUE (after tax) as at July 30, 2010 \$ 161,051,816 NAV per share \$ 1.8822

¹The Chicago Board Options Exchange seats were converted into common shares in the capital of CBOE Holdings, Inc. on June 15, 2010 as a result of the exchange's demutualization and related corporate restructuring. The CBOE Holdings, Inc. shares are recorded at a discount from the market quoted value due to sale and transfer restrictions.

²Urbana's future tax liability is calculated based on the tax cost of Urbana's investments, not book cost. With the exception of the NYSE Euronext shares, the tax cost of all Urbana's investments is the same as the book cost. In the case of the NYSE Euronext shares, the tax cost of these shares is lower than their book cost as shown above due to a section 85 roll-over used by Urbana to purchase additional NYSE Euronext shares in November 2007. For further details on the tax cost of the NYSE Euronext shares, please refer to Urbana's 2007 and 2008 audited financial statements.

³Investment in StoneCap Securities Inc.

⁴Formerly Canadian Trading and Quotation System Inc.

⁵Includes a \$2.5 million Unsecured Subordinated Loan to 2232057 Ontario Inc.

⁶Future tax liabilities/assets fluctuate depending on the realized and unrealized gains/losses of the investment portfolio on the valuation day. Where the balance is a future tax asset, it represents a tax benefit. Urbana's policy with respect to recording a tax benefit is to review and determine the amount of such tax benefit to be recorded on a regular basis based on a number of factors, including historical income, taxes paid, market conditions and likelihood of the recovery of the tax balance. Urbana's policy is to ensure that the tax asset recognized is consistent with the amount that can be recognized in accordance with Canadian Generally Accepted Accounting Principles.