

URBANA CORPORATION

UNAUDITED Summary of Investment Portfolio as at June 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	\$ 59,367,945	35.53%	34.29%
1,900,000	NYSE Euronext ²	121,501,189	55,785,937	33.39%	32.22%
2,814,808	Bombay Stock Exchange ³	29,405,209	24,072,330	14.41%	13.90%
169,341	Budapest Stock Exchange	4,761,242	6,612,632	3.96%	3.82%
180,000	TMX Group Inc.	7,058,590	5,002,200	2.99%	2.89%
42	Minneapolis Grain Exchange	10,244,301	4,239,974	2.54%	2.45%
11	Kansas City Board of Trade	5,948,967	4,324,986	2.59%	2.50%
2,200,000	2232057 Ontario Inc. ⁴	2,200,000	1,821,600	1.09%	1.05%
55	OneChicago LLC	3,175,830	354,878	0.21%	0.20%
1,250,000	CNSX Markets Inc. ⁵	1,250,000	1,250,000	0.75%	0.72%
50,000	Bulgarian Stock Exchange	724,589	114,870	0.07%	0.07%
24,683	Bermuda Stock Exchange	533,099	242,315	0.15%	0.14%
100	CIH Inc. voting shares	105	106	0.00%	0.00%
312,500	CNSX Markets Inc. ⁵ Class A	0	0	0.00%	0.00%
	Cash and Cash Equivalents	3,790,259	3,905,441	2.34%	2.26%
	Total	\$ 248,883,802	\$ 167,095,214	100.00%	96.52%
	Private Exchanges			24.66%	23.80%

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

Shares outstanding:

10,000,000	Common shares
76,813,900	Non-Voting Class A shares
86,813,900	

ASSETS

Market Value of Investment Portfolio	\$ 167,095,214	
Other Assets ⁶	4,655,165	
TOTAL ASSETS		\$ 171,750,379

LIABILITIES

BMO Demand Loan	4,155,000	
Accounts Payable and Accrued Liabilities	835,743	
TOTAL LIABILITIES (excluding income tax)		4,990,743

Future Tax Liability (Asset) ⁷	(6,366,801)	
TOTAL NET ASSET VALUE (after tax) as at June 30, 2010		\$ 173,126,438
		NAV per share \$ 1.9942

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.

³In 2007 Urbana acquired 182,985 Bombay Stock Exchange ("BSE") shares through Caldwell India Holdings Inc.(shown as "CIHI" in previous NAV statements). In 2009 these shares were split at a ratio of 1 to 13 (resulted in 2,378,808 shares) pursuant to a resolution passed by the members of the BSE. Additionally, Urbana acquired 331,000 and 105,000 BSE shares on May 11 and May 26, 2010 respectively bringing the company's total holdings of BSE shares to 2,814,808 shares.

⁴Investment in StoneCap Securities Inc.

⁵Formerly Canadian Trading and Quotation System Inc.

⁶Includes a \$2.5 million Unsecured Subordinated Loan to 2232057 Ontario Inc.

⁷Future 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.