

URBANA CORPORATION

UNAUDITED Summary of Investment Portfolio as at January 7, 2011

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	\$ 41,165,114	26.44%	27.12%
1,800,000	NYSE Euronext ²	115,100,204	55,075,406	35.38%	36.29%
50,000	Manulife Financial Corp Common	866,000	881,500	0.57%	0.58%
75,000	Bank of America Corp Common	989,447	1,058,971	0.68%	0.70%
200,000	Citigroup Inc. Common	971,124	978,960	0.63%	0.64%
190,000	TMX Group Inc.	7,408,733	7,094,600	4.56%	4.67%
50,000	Bulgarian Stock Exchange	724,589	113,619	0.07%	0.07%
3,141,562	Bombay Stock Exchange	32,336,835	25,704,815	16.51%	16.94%
169,341	Budapest Stock Exchange	4,761,242	5,554,799	3.57%	3.66%
42	Minneapolis Grain Exchange	10,244,301	4,577,727	2.94%	3.02%
11	Kansas City Board of Trade	5,948,450	4,577,727	2.94%	3.02%
2,200,000	2232057 Ontario Inc. ³	2,200,000	1,825,560	1.17%	1.20%
55	OneChicago LLC	3,175,830	412,002	0.26%	0.27%
1,250,000	CNSX Markets Inc. ⁴	1,250,000	1,250,000	0.80%	0.82%
24,683	Bermuda Stock Exchange	533,099	256,401	0.16%	0.17%
100	CIH Inc. voting shares	105	99	0.00%	0.00%
312,500	CNSX Markets Inc. ⁴ Class A	0	0	0.00%	0.00%
2,500,000	2232057 Ontario Inc. Unsecured subordinated loan	2,500,000	2,500,000	1.61%	1.65%
	Cash and Cash Equivalents	2,720,770	2,646,277	1.70%	1.74%
	Total	\$ 250,021,151	\$ 155,673,578	100.00%	102.57%
	Private Exchanges			29.97%	30.74%

Total Net Asset Value (NAV) as at January 7, 2011

Shares outstanding:

10,000,000 Common shares
71,012,700 Non-Voting Class A shares
81,012,700

ASSETS

Market Value of Investment Portfolio	\$ 155,673,578	
Other Assets	1,134,274	
TOTAL ASSETS		\$ 156,807,851

LIABILITIES

BMO Demand Loan	13,455,000	
Accounts Payable and Accrued Liabilities	202,016	
TOTAL LIABILITIES (excluding income tax)		13,657,016

Future Tax Liability (Asset)⁵ (8,626,699)

TOTAL NET ASSET VALUE (after tax) as at January 7, 2011 **\$ 151,777,534 NAV per share \$ 1.8735**

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. 880,000 of 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.

⁵Future 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.