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News Release TSX & CSE: URB & URB.A

Acquisition of additional shares in the Canadian Stock Exchange

Toronto, Ontario – November 13, 2017 – Urbana Corporation ("Urbana") (TSX & CSE: URB & URB.A) is pleased to announce that in the past two months, it has acquired 1,576,475 common shares of the Canadian Stock Exchange (the "CSE") from existing CSE shareholders. As a result, Urbana has increased its holdings in the CSE to 49% of the company's outstanding common shares.

Urbana took a significant position in the CSE in December 2012 as part of the CSE's capital restructuring. Since that time, the CSE has welcomed 260 entrepreneurial growth companies to its exchange, and has facilitated the raising of almost \$1.5 billion in public capital by its issuer companies. The exchange is on track in 2017 to establish annual records for share volume and value traded, and capital raised. Management of Urbana is excited about the continuing growth of the exchange and is pleased to be able to acquire the additional shares.

"The CSE is thankful for the continued support of Urbana. With Urbana's support, we've been able to help a large number of new public companies raise needed growth capital to invest in jobs and innovation." said Richard Carleton, CEO of the CSE.

Please contact Elizabeth Naumovski, Investor Relations at 416-595-9106 for further information.

Forward-Looking Statements

Certain information contained in this news release constitutes forward-looking information, which is information relating to possible events, conditions or results of operations which are based on assumptions about future economic conditions and courses of action and which are inherently uncertain. All information other than statements of historical fact may be forward-looking information. Forward-looking information is often, but not always, identified by the use of words such as "seek", "anticipate", "budget", "plan", "continue", "estimate", "expect", "forecast", "may", "will", "project", "predict", "potential", "target", "intend", "could", "might", "should", "believe", and similar words or phrases (including negative variations) suggesting future outcomes or statements regarding an outlook. Forward-looking information involves known and unknown risks, uncertainties and other factors that may cause actual results or events to differ materially from those anticipated in such forward-looking information. Urbana believes that the expectations reflected in the forward-looking information are reasonable but no assurance can be given that these expectations will prove to be correct. Some of the risks and other factors which could cause results to differ materially from those expressed in forward-looking information contained in this news release are described in Urbana's most recently-filed management's discussion and analysis and annual information form. Any forward-looking information in this news release is provided as at the date of this news release, based upon the opinions and estimates of management and information available to management as at the date of this news release. Urbana undertakes no obligation to update publicly or revise any forward-looking information, whether as a result of new information, future events or otherwise, except as required by law. Readers are cautioned not to place undue reliance on forward-looking information contained in this news release.