

URBANA CORPORATION

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News Release

TSX and CSE: URB, URB.A

Urbana Corporation Announces Senior Tier Listing on The Canadian Securities Exchange

Toronto, Ontario – Tuesday, July 11, 2023 – **Urbana Corporation** (TSX and CSE: URB, URB.A) is pleased to announce that as of today, its securities will be listed on the senior tier of the Canadian Securities Exchange (the “CSE”). Urbana Corporation is the first issuer to be listed on the senior tier of the CSE, a milestone for both organizations.

The CSE recently received final approval from the Ontario Securities Commission and British Columbia Securities Commission to materially revise its listing policies (the “Amendments”). The key changes included the addition of the NV Designation, creating a senior tier (the “Senior Tier”) for its larger and later-stage issuers. These companies will be subject to enhanced disclosure and governance requirements that are consistent with the policies governing other senior tier issuers globally. As a result, the securities of CSE Senior Tier issuers may be accessible to a broader range of institutional investors that could not previously trade CSE “Venture” securities, and may meet criteria to be included in certain stock indices from which “Venture” securities are currently excluded. The CSE will also list exchange-traded funds on the Senior Tier.

On behalf of Urbana’s Board of Directors
Thomas S. Caldwell, C.M.

Please contact Elizabeth Naumovski, Investor Relations, at 416-595-9106 or enaumovski@urbanacorp.com for further information.

Certain statements in this news release constitute “forward-looking” statements that involve known and unknown risks, uncertainties and other factors which may cause the actual results, performance or achievements of Urbana to be materially different from any future results, performance or achievements expressed or implied by such forward-looking statements. Unless required by applicable securities law, Urbana does not assume any obligation to update these forward-looking statements.