

**iLOOKABOUT Powering PowerStream's GIS System**

**London, Ontario, Canada** - iLOOKABOUT Corp. (iLOOKABOUT) today announced a four (4) year services agreement with PowerStream Inc. (PowerStream). The agreement provides for full coverage of PowerStream's distribution territory with StreetScape visual intelligence and software. Visual data and key applications are to be integrated into PowerStream's GIS systems. Financial terms were not disclosed.

PowerStream, the second largest municipally-owned electricity distribution company in Ontario, delivering power to more than 315,000 residential and business customers in 11 Simcoe County and York Region communities including Alliston, Aurora, Barrie, Beeton, Bradford West Gwillimbury, Markham, Penetanguishene, Richmond Hill, Thornton, Tottenham and Vaughan, selected iLOOKABOUT to provide high resolution street-level imagery following the successful completion of a pilot project in 2008. The pilot project tested coverage, usage and efficiency opportunities for the utility. Results included significant time and cost savings for a joint use pole attachment audit and considerable operational benefits with StreetScape's ability to show, in detail, above ground asset and pole structure through panning and zooming of the comprehensive StreetScape image database.

PowerStream will now integrate StreetScape data with their GIS application for complete visual coverage of the company's 640 square kilometer service territory and asset base, including over 1,800 kilometers of overhead wire and over 34,000 poles and pole structures. Planned usage and application of the StreetScape imagery include asset auditing, pre-site planning and asset deployment management.

"PowerStream is committed to using innovation as a socially responsible customer service tool and we see great efficiencies and opportunities in the iLOOKABOUT StreetScape product," said Kris Philpott, Manager, GIS Development, of PowerStream. "Our pilot project demonstrated significant time and dollar savings and we think there is further efficiency in using the product in a responsible manner as a pre-site planning tool to help us manage our assets and work site deployment. We see StreetScape effectively translating into better service for our customers."

"We welcome PowerStream to our growing utility portfolio," said Jeff Young, President and CEO of iLOOKABOUT, "Being selected for our innovation capabilities and capacity for socially responsible management is especially gratifying", he continued. "We look forward to the next stage of our business relationship and believe that our product and software services will further strengthen PowerStream as a high performing, efficient and service focused utility."

The integration process is complete and the StreetScape imagery has been deployed to PowerStream's GIS application.

**About iLOOKABOUT**

iLOOKABOUT is a visual data intelligence company serving commercial enterprise in the municipal, real estate and insurance sectors in North America and Europe with products and services including iLOOKABOUT StreetScape and Virtual Tours. A pioneer in visual data with its Virtual Tour product, the company has also developed iLOOKABOUT StreetScape, a visual data intelligence product for the geo-spatial market. iLOOKABOUT StreetScape is panoramic, comprehensive, street level perspective visual data, geo-coded with latitude and longitude coordinates for accuracy and supported by patented software processes and proprietary security and storage systems. Headquartered in London, Ontario, Canada, iLOOKABOUT has offices in Toronto, Canada and London, UK. iLOOKABOUT's shares are traded on the TSX Venture Exchange under the symbol ILA.



## About PowerStream

PowerStream, the second largest municipally-owned electricity distribution company in Ontario, delivers power to more than 315,000 residential and business customers in 11 Simcoe County and York Region communities including Alliston, Aurora, Barrie, Beeton, Bradford West Gwillimbury, Markham, Penetanguishene, Richmond Hill, Thornton, Tottenham and Vaughan. It is an incorporated entity, jointly owned by the City of Barrie, the City of Vaughan and the Town of Markham.

*The TSX Venture Exchange has not reviewed and does not accept responsibility for the adequacy or accuracy of this release.*

Contact: Jeff Young, President and CEO, iLOOKABOUT  
info@ilookabout.com  
www.ilookabout.com

Kris Philpott, PowerStream  
kris.philpott@powerstream.ca