



iLOOKABOUT

NEWS RELEASE

September 7, 2011

For Immediate Release

iLOOKABOUT Announces Nashville Image Capture

LONDON, Ontario, Canada – September 7, 2011. iLOOKABOUT Corp. (TSXV: ILA) (“iLOOKABOUT” or the “Company”) confirms that, through an agreement with Pictometry International and following the award of a contract earlier this year, the company has completed and delivered its first phase of imagery collection for the Metropolitan Government of Nashville and Davidson County, Tennessee. The contract calls for delivery of static imagery for the County’s CAMA application, integration into Pictometry EFS, POL and ESRI for Assessment and other County departments as well as GeoViewPort™ software. Financial terms of the agreement were not disclosed.

“We are very thrilled with the work we have completed in Nashville and Davidson County. Since the contract award we have worked closely with Davidson County Assessor, George Rooker Jr., and his staff to ensure an on-time delivery that meets all the needs of the Assessor’s Office,” stated Jeff Young, President and CEO of iLOOKABOUT. “Mr. Rooker and his team have put together a suite of assessing technologies that is really second to none. The integration between iLOOKABOUT, Pictometry International and Patriot Properties is at the leading edge of desktop review. We look forward to the next four years, continuing our close work with Mr. Rooker and his outstanding team.”

Assessor Rooker says, “We are very pleased with the work iLOOKABOUT has done this year providing StreetScape imagery and GeoViewPort™. The support we have received and quality of the work that has been completed is a confirmation of our decision to select iLOOKABOUT for this project. These new technologies bring great benefits to our office as a means to improve service, increase productivity and reduce costs. Property owners will benefit from our ability to further hone our appraisals. We look forward to the completion of the imagery data set and our continued relationship with iLOOKABOUT.”

The agreement is effective immediately.

About iLOOKABOUT

iLOOKABOUT is a visual and data intelligence company serving commercial enterprise in the real estate, insurance, municipal, utility, assessment and appraisal sectors in North America and Europe. iLOOKABOUT is a pioneer in visual and data intelligence with its StreetScape™ and Virtual Tour products. StreetScape is a visual and data intelligence product for the geo-spatial market, providing 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. Recently, the Company launched GeoViewPort™, a web-based Geographic Information System (GIS) application that enables the aggregation of additional value added data such as validated addresses, aerial imagery, property values, property attributes, etc. with StreetScape imagery. Headquartered in London, Ontario, Canada, iLOOKABOUT’s shares are traded on the TSX Venture Exchange under the symbol ILA.

About Davidson County and the Davidson County Property Assessor

With over 500 square miles, “Music City”, the Metropolitan Government of Nashville and Davidson County, is the second largest county in Tennessee and home to over 625,000 residents.

George L. Rooker Jr., Assessor of Property, Davidson County, began his thirty-plus year career with the Assessor's office as a college intern. Mr. Rooker served for 12 years as Chief Deputy Assessor just prior to assuming his current role.



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Neither TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in the policies of the TSX Venture Exchange) accepts responsibility for the adequacy or accuracy of this release.

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