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NEWS RELEASE

For Immediate Release

## **iLOOKABOUT Grows With Vineland**

**LONDON, Ontario, Canada** – November 16, 2009. iLOOKABOUT Corp. (TSXV: ILA) (“iLOOKABOUT” or the “Company”) announced today an agreement with the City of Vineland, NJ to provide a complete visual data set of StreetScape images within the City boundaries. The contract is a collaborative effort with The City of Vineland, Pictometry© and iLOOKABOUT to provide instant access to aerial (ortho & oblique) and StreetScape ground-level visual data. StreetScape imagery will initially be utilized in the critical 9-1-1 Communications Center before being deployed for use in planning, economic development, tax assessment and geographic information systems. Financial terms of the agreement were not disclosed.

“We are very excited about our agreement with the City of Vineland,” stated Jeff Young, President and CEO of iLOOKABOUT. “Being partnered with Pictometry and the City of Vineland is an outstanding fit for our first venture into the 9-1-1 marketplace.” “We constantly strive to provide our customers with the best imagery, the most accurate geo-coding and a host of integration options,” continued Jeff Young, “We are pleased that the City of Vineland chose to work with iLOOKABOUT.”

“iLOOKABOUT gives us a very unique perspective on our city,” said Sergeant Chris Fulcher, Communications, City of Vineland Police Department, “by incorporating StreetScape with Pictometry’s oblique imagery, we have the most complete visual data to assist in emergency situations. We were very impressed with iLOOKABOUT, their technology, image quality and their integration with Pictometry EFS. This data will provide the complete scenario to our E911 call centre.”

“We are pleased to work with iLOOKABOUT on this project,” said Dante Pennacchia, Pictometry’s Chief Marketing Officer. “The imagery they provide adds a rich visual perspective to a powerful visual intelligence tool. We are pleased to consider iLOOKABOUT to be among our most innovative and prestigious group of business partners.”

The agreement is effective immediately. Image capture is complete, and the integrated solution has been delivered by iLOOKABOUT.

### **About iLOOKABOUT**

iLOOKABOUT is a visual 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 data intelligence with its StreetScape and Virtual Tour products. StreetScape is a visual 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. 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 Vineland, NJ**

At 69 square miles, Vineland is geographically the largest city in the state of New Jersey. Located in Cumberland County and incorporated in 1880, Vineland is home to a population of almost 60,000 residents.

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### **About Pictometry**

Pictometry International Corp. is a leading provider of geo-referenced, aerial image libraries and related software. Pictometry has captured over 50 million digital aerial images in over 600 counties in the United States covering over 70 percent of the United States population. Using its proprietary imaging process, Pictometry® captures geo-referenced, high-resolution oblique (at an angle, producing a 3-D like view) and orthogonal (straight down) Intelligent Images®, within which structures and land features can be measured. Pictometry customizes and markets these technologies for government and commercial applications, offering non-traditional software solutions to aerial imaging needs. Pictometry's imagery and software enables users to "See Everywhere, Measure Anything, Plan Everything"® using a patented digital information system. Pictometry has its headquarters in Rochester, NY and an office in Europe. Pictometry is a second order visualization tool that does not produce authoritative or definitive information (surveying) from its digital, aerial images. For more information on Pictometry, visit [www.pictometry.com](http://www.pictometry.com).

**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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