



iLOOKABOUT

NEWS RELEASE

December 23, 2010

For Immediate Release

iLOOKABOUT Announces the Appointment of John Kennedy as a Director and Geoff Davies as Vice Chairman

LONDON, Ontario, Canada - December 23, 2010 - iLOOKABOUT Corp. (TSXV:ILA) (“iLOOKABOUT” or “the Company”) is pleased to announce that on December 15, 2010 the Board of Directors (the “Board”) of the Company unanimously agreed to appoint John Kennedy as a Director of the Company. Mr. Kennedy’s appointment increases the number of Directors to eight and is consistent with the Company’s objective to enhance the depth of its Board. Mr. Kennedy brings a wealth of knowledge and experience in the technology sector to iLOOKABOUT, including the development, quality assurance, global support and operational delivery of the IBM Enterprise Asset Management Application. Mr. Kennedy, in his role as Vice President of Operations of London, Ontario based MRO Software Inc. (“MRO”), led the transition team through the acquisition by and integration with IBM. Mr. Kennedy was an owner and a founding partner of Applied Resource Management Group Inc. (“ARM”), a software engineering firm, for which he successfully helped lead the funding, development and delivery of a commercial e-commerce platform. In 1998, Mr. Kennedy was instrumental in the negotiation of the sale of ARM to MRO, following which he led the ARM team through the integration process with MRO. Mr. Kennedy obtained his Bachelor of Commerce (Finance) from McMaster University and has successfully completed the Canadian Securities Course. Prior to his involvement with ARM, Mr. Kennedy was employed in various financial roles within the financial services sector. Mr. Kennedy served on the Board of Directors of Rowecom Inc. from 1999 to 2001, and on the Board of Directors of ARM from 1991 to 1998. The Board is confident that Mr. Kennedy’s experience and skills will be a valuable addition to the Board and the Company as a whole.

The Company also announced today that Mr. Geoff Davies, a Director of the Company, was appointed as Vice Chairman of the Board. This appointment is consistent with the Company’s goal to continue the adoption of best practices in respect of its governance policies, including Board Composition.

Prior to returning to his consulting business in 2008, Mr. Davies was the President and Chief Executive Officer of Century II Holdings Inc. (“Century”) from June 2003 until October 2007. Century, whose shares were traded on the TSX, owned and operated a national courier business under the name “ICS Courier”. Mr. Davies directed the restructuring of this business and the substantial improvement of its financial performance, which led to the sale of the company in October 2007. From 1969 to 1996, Mr. Davies was employed by Charterways Transportation Limited. He was President and CEO of Charterways, a subsidiary of Scott’s Hospitality Inc., from 1978 to 1996 when Charterways was sold. Charterways was the third largest ground passenger transportation company in North America. From 1996 to 2003, Mr Davies provided business and financial consulting services to various transportation businesses, organizations and institutions, primarily in the transportation and health care sectors, including the Ontario Ministry of Health and Long Term Care. Mr. Davies has served as a director of various entities, including most recently, the Ontario Trucking Association, the Canadian Courier and Logistics Association, the London Health Sciences Centre (including Chairman of the Board from 2000 to 2002), Robarts Research Institute, the Children’s Health Foundation, the London Health Sciences Foundation and the Sunshine Foundation of Canada. Over his career, he has also served as a member of various advisory groups, including the O.H.A. Governance Leadership Council and the Ministry of Health Hospital Advisory Group. Mr. Davies received his Masters of Business Administration degree from Harvard in 1990.



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 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's shares are traded on the TSX Venture Exchange under the symbol ILA.

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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