



## NEWS RELEASE

August 26, 2010

For Immediate Release

### **iLOOKABOUT Now Zaio's Imagery Technology Partner**

**LONDON, Ontario, Canada** – August 26, 2010. iLOOKABOUT Corp. (TSXV: ILA) (“iLOOKABOUT” or the “Company”) today announced a strategic partnership with Zaio Corporation to license its image capture technology and processing software to assist with Zaio’s data capture and processing efficiencies in major US markets. iLOOKABOUT technology will be used to collect GPS-referenced images, while Zaio’s local photographers and appraisers will perform the field work and site verify each property address. The partnership also provides opportunity for both organizations to collaborate on the marketing of the resulting photo data sets to current and prospective customers.

“The iLOOKABOUT technology will be a powerful tool for our local photographers and appraisers across the United States. claims Brad Stinson, President and CEO of Zaio. As our comprehensive valuation database continues to grow we believe this strategic relationship with iLOOKABOUT will provide the image quality and efficiency we need today.

“Zaio is one of the early pioneers that recognized the value of street level imagery as visual intelligence for smarter business decisions. iLOOKABOUT is pleased to assist Zaio with data capture in the United States and is particularly excited to collaborate on the marketing of photographic data to key industry segments,” said Jeff Young, President and CEO of iLOOKABOUT.

The Agreement between iLOOKABOUT and Zaio is complete and data capture in a number of major US cities is expected to begin in September. Financial details of the Agreement were not disclosed.

#### **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’s shares are traded on the TSX Venture Exchange under the symbol ILA.

#### **About Zaio**

Zaio develops and maintains a site-verified database of photos, valuations and property information on virtually every residential property in entire cities, using a proprietary “GeoScore™” property rating system. Zaio licenses its technology to networks of premiere, local appraiser experts who can then appraise and monitor values across entire cities, one home at a time from the street. The Company’s products are available in the United States through its Licensee, Zone Data Systems LLC. Zaio is a public company that trades under the symbol "ZAO" on the TSX Venture Exchange in Canada. Zaio shares are also available in the US under the trading symbol “ZAOFF”. For more company information, visit [corporate.zaio.com](http://corporate.zaio.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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