iLOOKABOUT Announces Louisville Image Capture

LONDON, Ontario, Canada – August 29, 2011. iLOOKABOUT Corp. (TSXV: ILA) ("iLOOKABOUT" or the "Company") confirms that, through an agreement with Pictometry International, iLOOKABOUT has been contracted to provide StreetScape imagery to Jefferson County, Kentucky (the "County") which includes the City of Louisville. The contract calls for delivery of static imagery for the County's CAMA application as well as integration of StreetScape imagery into Pictometry EFS, POL and ESRi for Assessment and other County departments. Financial terms of the agreement were not disclosed.

"We are very proud to have been chosen to image Jefferson County. The decision of Mr. Tony Lindauer of the Jefferson County, Property Value Administrator's Office ("PVA"), to move forward with StreetScape and GeoViewPort™ is affirmation that our work in the area of Desktop Review is taking root," commented Jeff Young, President and CEO of iLOOKABOUT. "Mr. Lindauer's decision will allow the PVA to work better, faster and more cost effectively through the use of technology. We look forward to a long and mutually beneficial relationship with the PVA".

"iLOOKABOUT StreetScape™ and GeoViewPort™ are examples of how the PVA can improve service and productivity to the constituents of Jefferson County, KY. These leading technologies, when coupled with existing tools such as Pictometry On Line, allow our staff to make better informed decisions on a more timely basis," said Tony Lindauer, Jefferson County PVA. "We have followed the success of iLOOKABOUT over many years and are thrilled to finally have their products in house."

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 Jefferson County and the Jefferson County PVA
Jefferson County is the most populous county in Kentucky; with over 740,000 residents. Now officially the Louisville-Jefferson County Metro Government, the County, home of the world famous Kentucky Derby, covers nearly 400 square miles.

The Jefferson County Property Valuation Administrator's office is the largest PVA office in Kentucky, with a nearly $56 billion assessment roll.

Tony Lindauer was first elected to the position of Jefferson County PVA in 2006. Now in his second term Mr. Lindauer is charged with assessing all property, both real and personal, with the following exceptions that are valued by the Kentucky Department of Revenue in Frankfort: public service companies, bank shares, omitted tangible property, and vehicles. The PVA's most complex task is the appraisal of all real estate in the county for listing on the property assessment roll. Tracking ownership changes, maintaining maps, updating building characteristics, and administering proper exemptions for real property are also continuing duties of the PVA office.

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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Contact: Jeff Young, President & CEO
                iLOOKABOUT
                jeff.young@ilookabout.com
                1.866.963.2015
                www.ilookabout.com

Contact: Colleen Younger, Executive Director of Administration and Public Affairs
                Jefferson County PVA
                531 Court Place, Suite 504
                Louisville, KY 40202-3393
                Voice: 502-574-6357
                Fax: 502-574-6372
                cyounger@jeffersonpva.ky.gov
                www.jeffersonpva.ky.gov