



iLOOKABOUT

NEWS RELEASE

December 23, 2008

For Immediate Release

Westminster to Trial iLOOKABOUT StreetScape Services

London, England, United Kingdom - iLOOKABOUT Corp. (“iLOOKABOUT”) today expanded on its news release issued December 9, 2008 regarding a trial Services Agreement with Westminster City Council, London, U.K. to provide iLOOKABOUT StreetScape (“StreetScape”), street-level view, location-aware, digital images within the City of Westminster and iLOOKABOUT Virtual Tour photography of the Marble Arch tunnels. Financial terms were not disclosed.

The trial agreement, commencing immediately, entitles Westminster City Council full access and use of the recently completed StreetScape image library comprising 77 miles of city streets and use of iLOOKABOUT’s proprietary software applications. Virtual Tour digital photography will be captured to council specifications. All digital images will be hosted on iLOOKABOUT’s secure Internet platform.

iLOOKABOUT StreetScape is geo-spatial, visual data intelligence for professionals who rely on visual information such as photography and maps to make informed decisions. The StreetScape digital image is a next-generation, location-aware, “smart” panoramic images, geo-coded with latitude/longitude for accuracy, with an unprecedented ability to give the viewer a seamless view of a full length of street and entire neighborhoods. Furthermore, the viewer can zoom in or out.

iLOOKABOUT is also a global pioneer in virtual tour photography. The Company’s Virtual Tour product is a real estate industry leader in the North American market.

Westminster City Council expects its usage and application of the iLOOKABOUT products to include various City services and departments, including Transportation, Parking and Planning.

“We welcome this opportunity to work with the Westminster City Council,” said Jeff Young, President and CEO of iLOOKABOUT. “We see our relationship as an important strategic partnership and we are committed to helping Westminster City Council achieve its goals of higher efficiency, lower taxes and better services for its citizens. We have a strong record of doing this in North America and we look forward to introducing our technologies and their benefits to Westminster.”

“Westminster City Council has been investigating how computer imaging can enhance customer services and strengthen our knowledge of the City,” said Kevin Goad, the council’s assistant director for parking. “The purpose of the trial is to determine how iLOOKABOUT’s images and services improve efficiencies, and importantly, help our employees better serve our public and further the goals of our One City vision.” He added, “The StreetScape services will enable our staff to serve residents faster. Our interest is in improving the quality of services, allowing staff to have a readily accessible view of the street and enabling them to give better advice to the council.”

“I look forward to working with the Westminster City Council,” said Mark Hadley, iLOOKABOUT’s European sales agent and Managing Director, E Digital Consulting, “and introducing them to the many advantages of iLOOKABOUT’s products. I believe employees and citizens alike will soon see the benefits of working with our visual data intelligence.”

Implementation of the trial service is expected to begin immediately.

26-28 Hammersmith Grove London W6 7BA • United Kingdom
Phone: +44 (0) 208 834 2011 • Fax: +44 (0) 208 181 7583
• Web: www.ilookabout.com



About iLOOKABOUT

iLOOKABOUT is a visual data intelligence company serving commercial enterprise in the municipal, real estate and insurance sectors in North America and Europe with products and services including iLOOKABOUT StreetScape and Virtual Tours. A pioneer in visual data with its Virtual Tour product, the company recently developed iLOOKABOUT StreetScape, a visual data intelligence product for the geo-spatial market. iLOOKABOUT StreetScape is 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.

The TSX Venture Exchange has not reviewed and does not accept responsibility for the adequacy or accuracy of this release.

Contact: Jeff Young, President and CEO, iLOOKABOUT
+01 519 963 2015
www.iLOOKABOUT.com

Bryan Hunter, Project Officer, Parking
Westminster City Council
+44 (0) 207 641 2150

Mark Hadley, European Sales Agent, iLOOKABOUT and Managing Director, E Digital Consulting
+44 (0) 208 834 2011
mark@edigitalconsulting.co.uk