



iLOOKABOUT

NEWS RELEASE

October 9, 2009

For Immediate Release

iLOOKABOUT Now Preferred Supplier to England's City of Westminster

London, Ontario, Canada – October 9, 2009. iLOOKABOUT Corp. (TSXV:ILA) (“iLOOKABOUT” or the “Company”) announced today that it has been awarded preferred supplier status and a five year contract for the provision of StreetScape imagery and visual data intelligence services to Westminster City Council, London, U.K. Financial terms of the contract were not disclosed.

The new contract follows a comprehensive three month pilot study of the StreetScape product and services. iLOOKABOUT and Westminster City Council staff collaborated on the design and implementation of the visual data intelligence systems required to meet Westminster's needs. For more information visit www.iLOOKABOUT.com

The pilot test results proved StreetScape's superiority in picture resolution and navigation through seamless street-level images while providing close proximity views of curbs and other infrastructure assets of importance. Compatibility of the visual data intelligence with existing City Council work processes was also cited for its cost and labour efficiencies. It is expected that several departments including Transportation, Parking, Planning and Customer Services will adopt the StreetScape product and services. The system will be used internally and by selected contractors only.

“It is always gratifying to see StreetScape perform so well for our customers,” said Jeff Young, President and CEO of iLOOKABOUT. “This was a true customer-company collaborative effort during the pilot and we fully intend to maintain this approach as we continue our work for Westminster City Council.”

iLOOKABOUT will begin full systems integration this month with a view to making the system live on the City Council's internal network during October.

Westminster is home to some of the most famous buildings in the world including Buckingham Palace, Westminster Abbey, Piccadilly Circus and Big Ben.

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 also has offices in Toronto, 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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