

**NEWS RELEASE**

April 4, 2012

For Immediate Release

iLOOKABOUT Corp. Announces Appointment of Executive Chairman

LONDON, Ontario, Canada –April 4, 2012 - iLOOKABOUT Corp. (TSXV:ILA) (“iLOOKABOUT” or “the Company”) today announced the appointment of Geoff Davies, the current Chairman of the Board of Directors of the Company, as Executive Chairman of the Board, effective immediately. In this new role, Mr. Davies will more closely support the Management Team in building on the recent financings and major contract successes, with a view to further improve the Company’s financial performance and enhance shareholder value. The Board of Directors of the Company will be appointing a Lead Director to ensure that its structure continues to be consistent with its objective to adopt best practices with respect to Corporate Governance.

Mr. Jeff Young, President & CEO of iLOOKABOUT, commented, “On behalf of the Management Team, I would like to express our appreciation for Geoff’s contributions to date. We look forward to working more closely with Geoff in his new role.”

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.

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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