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**TRADE SYMBOL: ARM-Canadian Securities Exchange**  
**TRADE SYMBOL: AAMTF-OTC Markets United States**

**Ace Foods Adds Supermarket Chain in California**

Armada Mercantile Ltd., through its subsidiary Ace Foods, has been approved by a regional supermarket chain to sell London Dairy ice cream in California. The distribution of London Dairy ice cream into the 49 supermarkets will be serviced by our distribution partner and increases the total amount of retail supermarket outlets to 70 and a total of 1,600 convenience store locations. As previously announced, the London Dairy launch in Southern California will start near the upcoming Thanksgiving timeframe and include marketing, in-store demos, in-store promotions and London Dairy wrapped delivery trucks to promote the London Dairy ice cream brand. Once the ice cream is inside and for sale at the outlets, Ace Foods will disclose that information.

About Ace Foods: Ace Foods is master/importer distributor of the London Dairy ([London Dairy Ice Cream](#)) ice cream brand in the USA. London Dairy ([London Dairy Product Catalog](#)) is a leader in the global ice cream market, selling in more than 35 countries around the world and supported financially by a multi-billion-dollar foods conglomerate. Ace Foods has obtained the approval(s) to import London Dairy ice cream into the USA, including permits and approvals, from the [USDA](#) and [FDA](#). Below are TV commercials and useful marketing videos and customer reviews.

[London Dairy Marketing Video](#)

[London Dairy Marketing Video](#)

[London Dairy Marketing Video](#)

[London Dairy Marketing Video](#)

[London Dairy Marketing Video](#)

[5,000 Mouthshut.com reviews](#)

For more information pertaining to Armada Mercantile Ltd., visit: [www.armadamercentile.com](http://www.armadamercentile.com).

*“Patrick Cole”*

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President

Contact Telephone Number: 916-746-0029. *This press release may contain forward-looking statements, which are made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. Expressions of future goals and similar expressions reflecting something other than historical fact are intended to identify forward-looking statements, but are not the exclusive means of identifying such statements. These forward-looking statements involve a number of risks and uncertainties. The actual results that the Company achieves may differ materially from any forward-looking statements due to such risks and uncertainties. The Company undertakes no obligations to revise or update any forward-looking statements in order to reflect events or circumstances that may arise after the date of this news release. The risks and uncertainties discussed in documents filed by the Company with the British Columbia, Alberta and Ontario Securities Commissions.*