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**TRADE SYMBOL: ARM.U–Canadian National Stock Exchange**  
**TRADE SYMBOL: AAMTF.PK-United States**

**Redrock Trading Partners, LLC signs Fee Agreement with viaMarket Consumer Products, Inc.**

**NEWS RELEASE**

Redrock Trading Partners, LLC (Redrock), a United States FINRA broker dealer and ownership affiliated company of Armada Mercantile Ltd., has signed a fee agreement with viaMarket Consumer Products, Inc. (Client). The Client is seeking growth capital for its flagship product ScratchOut®.

Under the terms of the fee agreement, Redrock will act as an ‘introducing broker’ on behalf of the Client to introduce a funding partner. If these introductions result in a successful business transaction *i.e.*, funds provided to the Client from a Redrock funding partner, the Client will pay Redrock an introducing fee based on the total funding amount of the transaction.

About the Client: viaMarket Consumer Products, Inc. is a sales, marketing, and distribution company established in 2005 to create and sell innovative new “Impulse-buy” products to consumers in the United States, Canada, and Latin America such as its flagship product, ScratchOut®. In 2008, after 18 months of test marketing, the company launched ScratchOut® in 12,000 retail stores in the U.S. and Canada. Customers include Wal-Mart, Blockbuster, Staples, Fry’s Electronics, FYE, Movie Gallery, Hollywood Entertainment and ACE Hardware.

For more information pertaining to the Armada Mercantile Ltd., visit [www.armadamercantile.com](http://www.armadamercantile.com). For more information pertaining to Redrock Trading Partners, LLC, visit [www.redrocktradingpartners.com](http://www.redrocktradingpartners.com).

*“Patrick Cole”*  
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President

*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.*