

EARLY WARNING NEWS RELEASE OF SHIMCITY INC.

Toronto, Ontario, November 29, 2018 – In accordance with the requirements of National Instrument 62-103 - *The Early Warning System and Related Take-Over Bid and Insider Reporting Issues* (“**NI 62-103**”), Shimcity Inc. (“**Shimcity**”), a corporation controlled by Shimmy Posen, the former Secretary of Dixie Brands Inc. (formerly, Academy Explorations Limited) (the “**Company**” or “**Dixie**”), announces changes in shareholdings.

On November 27, 2018, the Company completed a reverse takeover transaction (“**RTO Transaction**”) with Dixie Brands, Inc. Pursuant to the RTO Transaction, the Company re-designate its existing common shares as Subordinate Voting Shares, underwent a 4-for-1 share consolidation, and issued a total of 118,137,967 Subordinate Voting Shares. Prior to RTO Transaction, Shimcity held, directly or indirectly, or exercises control or direction over an aggregate of 4,100,768 common shares, representing 15.44% of the issued and outstanding common shares on a non-diluted basis out of 26,567,234 then issued and outstanding common shares. Following the RTO Transaction, Shimcity holds 1,025,192 Subordinate Voting Shares (on a post-consolidation basis) out of 124,778,269 issued and outstanding Subordinate Voting Shares (on a post-consolidation basis). This represents a decrease in Shimcity’s security holding percentage to 0.82%, as such, Shimcity has fallen below the 10% threshold for early warning reporting.

This press release is issued pursuant to early warning requirements of National Instrument 62- 104 and National Instrument 62-103, which also requires a report to be filed with regulatory authorities in each of the jurisdictions containing additional information with respect to the foregoing matters (the “**Early Warning Report**”). A copy of the Early Warning Report may be obtained by contacting Shimmy Posen at 416-869-1234.

**On behalf of
Shimcity Inc.**

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