DIXIE BRANDS INC.

May 9, 2019

TO ALL REGULATORS AND EXCHANGES

| RE: | DIXIE BRANDS INC. | (the "Issuer") |
|-----------------------|-------------------|----------------|
| Notice of Meeting and | Record Dates | • |

We advise the following with respect to the Issuer's upcoming Meeting of Security Holders

| 1 | Meeting Type | Annual General and Special Meeting |
|----------|---|------------------------------------|
| 2 | Record Date for Notice of Meeting | May 17, 2019 |
| 3 | Record Date for Voting (If Applicable) | May 17, 2019 |
| 4 | Beneficial Ownership Determination Date | May 17, 2019 |
| 5 | Meeting Date | June 18, 2019 |
| 6 | Meeting Location | TBD |
| <u> </u> | | |
| 7 | Voting Securities Details | |
| 8 | Description (Class) | Common |
| 9 | ISIN / CUSIP | CA25545P1036 / 25545P103 |
| | | |
| 10 | Issuer sending proxy related materials directly to Non- Objecting Beneficial Owners (NOBO's) | NO |
| 11 | Issuer paying for delivery of Objecting Beneficial Owners (OBO's) | NO |
| 12 | Notice and Access | |
| | Beneficial Holders | NO |
| | Registered Holders | NO |
| 13 | Material Selection | Annual Meeting: S-Annual & Special |

| Yours Truly | , |
|--------------------------|--|
| "CJ Chapm | an" |
| CJ Chapma Dixie Brand | un, general counsel and secretary s Inc. |