

**DIXIE BRANDS INC.**

**National Instrument 54-101  
COMMUNICATION WITH BENEFICIAL OWNERS OF SECURITIES OF A  
REPORTING ISSUER**

To: Ontario Securities Commission

**RE: Meeting of the shareholders of Dixie Brands Inc. to be held on June 18, 2019 (the "Meeting")**

I, Charles Smith, Chief Executive Officer of Dixie Brands Inc. (the "**Issuer**"), hereby certify as an officer of and for and on behalf of the Issuer and not in my personal capacity as follows:

1. arrangements have been made to have proxy related materials for the Meeting sent in compliance with National Instrument 54-101 (the "**Instrument**"), to all beneficial owners at least 21 days before the date fixed for the Meeting;
2. arrangements have been made to carry out all of the requirements of the Instrument in addition to those described in subparagraph (1); and
3. the Issuer is relying on section 2.20 of the Instrument to abridge certain time periods prescribed in the Instrument.

DATED this 17<sup>th</sup> day of May, 2019.

**DIXIE BRANDS INC.**

By: "*Charles Smith*"

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Charles Smith  
Chief Executive Officer