

# Dixie Brands Inc.

Via SEDAR

May 8, 2020

TO ALL REGULATORS AND EXCHANGES

RE: **Dixie Brands Inc.** (the "Issuer")  
**Notice of Meeting and Record Dates**

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

1	<b>Meeting Type</b>	Annual General & Special Meeting
2	<b>Record Date for Notice of Meeting</b>	June 4, 2020
3	<b>Record Date for Voting (If Applicable)</b>	June 4, 2020
4	<b>Beneficial Ownership Determination Date</b>	June 4, 2020
5	<b>Meeting Date</b>	July 14, 2020
6	<b>Meeting Location</b>	To Be Determined
<b>7 Voting Securities Details</b>		
8	<b>Description (Class)</b>	Subordinate Voting Shares Non-Participating Voting Shares
9	<b>ISIN / CUSIP</b>	CA25545P1036 / 25545P103
10	<b>Issuer sending proxy related materials directly to Non-Objecting Beneficial Owners (NOBO's)</b>	NO
11	<b>Issuer paying for delivery of Objecting Beneficial Owners (OBO's)</b>	NO
<b>12 Notice and Access</b>		
	<b>Beneficial Holders</b>	YES
	<b>Registered Holders</b>	YES
13	<b>Material Selection</b>	S - Annual & Special Materials

Regards,

"CJ Chapman"

C.J. Chapman, General Counsel and Secretary  
Dixie Brands Inc.