

August 4, 2023



*Filed via SEDAR*

To All Applicable Exchanges and Securities Administrators

**Subject: Irwin Naturals Inc. (the "Issuer")  
Notice of Meeting and Record Date**

Dear Sir/Madam:

We are pleased to confirm the following information with respect to the Issuer's upcoming meeting of securityholders:

Meeting Type:	Annual Meeting
Meeting Date:	September 28, 2023
Record Date for Notice of Meeting:	August 24, 2023
Record Date for Voting (if applicable):	August 24, 2023
Beneficial Ownership Determination Date:	August 24, 2023
Class of Securities Entitled to Vote:	Subordinate Voting Shares Proportionate Voting Shares
ISIN:	CA46414Q1054 N/A
Issuer sending proxy materials directly to NOBOs:	No
Issuer paying for delivery to OBOs:	No
Notice and Access for Beneficial Holders:	No
Notice and Access for Registered Holders:	No

In accordance with applicable securities regulations we are filing this information with you in our capacity as agent of the Issuer.

Yours truly,

**ODYSSEY TRUST COMPANY  
AS AGENT FOR Irwin Naturals Inc.**