



October 16, 2020

Alberta Securities Commission

Ontario Securities Commission

British Columbia Securities Commission

**RE: Brand X Lifestyle Corp.**

Pursuant to a request from the above-mentioned reporting issuer, we wish to advise you of the following information in connection with its Annual Meeting of Shareholders:

Date of meeting:	December 17, 2020
Record date for notice:	November 12, 2020
Record date for voting:	November 12, 2020
Beneficial ownership determination date:	November 12, 2020
Securities entitled to notice:	Common
Securities entitled to vote:	Common
Issuer mailing directly to non-objecting beneficial owners:	No
Issuer will pay for objecting beneficial owner material distribution:	No
Issuer using notice-and-access for registered investors:	No
Issuer using notice-and-access for non-registered investors:	No
Notice-and-access stratification criteria:	No

Sincerely,

Trust Central Services  
AST Trust Company (Canada)