

**VIA ELECTRONIC TRANSMISSION**

October 19, 2012

**TO ALL APPLICABLE EXCHANGES AND COMMISSIONS:**

**RE: LIVEREEL MEDIA CORPORATION**  
**Confirmation of Notice of Record and Meeting Dates**

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We are pleased to confirm that Notice of Record and Meeting Dates was sent to The Canadian Depository for Securities.

We advise the following with respect to the *Annual General* Meeting of Securityholders for LIVEREEL MEDIA CORPORATION.

1.	ISIN: CUSIP:	CA5381511016 538151101
2.	Date Fixed for the Meeting:	December 20, 2012
3.	Record Date For Notice:	November 14, 2012
4.	Record Date For Voting:	November 14, 2012
5.	Beneficial Ownership Determination Date:	November 14, 2012
6.	Classes or Series of Securities that entitle the holder to receive Notice of the Meeting:	Common Shares
7.	Classes or Series of Securities that entitle the holder to vote at the meeting:	Common Shares
8.	Business to be conducted at the meeting:	Annual General

Yours Truly,  
**EQUITY FINANCIAL TRUST COMPANY**

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c.c. Michael Bigayan, Administrator, Client Relations