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June 26, 2015

Dear Russell Breweries Shareholder,

Premier Diversified Holdings Inc. ("Premier" or "Company") is making an offer to acquire up to 51% of the outstanding shares of Russell Breweries Inc. ("Russell"). Premier strongly believes that if it acquires a significant ownership position in Russell, all shareholders of Russell, including Premier, will benefit from participation in the enlarged group. However, we need your support to make this happen. My purpose in writing to you is to share directly with you our plans for the future, should we acquire a larger interest in Russell, and to encourage you to accept our offer.

Premier is a Vancouver-based holding company which currently has interests in three primary businesses. Our current business interests include the Premier Diagnostic PET/CT Clinic in Burnaby, B.C.; the Premier Diagnostic (Hong Kong) MRI Clinic in Beijing, China; and Sequant Reinsurance Company Limited, a reinsurance company located in Bermuda. Premier is already a Russell shareholder, holding 16.66% of the outstanding Russell Shares and has entered into a lock-up agreement to acquire an additional 2.29%, for a total holding of 18.95%.

We believe that if Premier acquires a significant interest in Russell we can assist Russell in creating a financially sound company with strong cash flows and a solid balance sheet. In our opinion, our involvement in Russell will also put Russell in the enviable position of being one of the best candidates to consolidate the rapidly-growing craft brewery industry, which we believe will experience growing pains in the next few years.

Premier's team includes a broad group of leaders with significant corporate, financial, legal and industry experience, including one of the founders of Granville Island Brewing Company.

Premier's Offer to Russell Shareholders:

Premier is offering Russell Shareholders the following consideration: one common share of Premier for every 2.5 common shares of Russell. Our offer provides you with a substantial premium to the underlying market price of Russell. The offer represents a **premium of approximately 52% percent** over the recent closing price of the Russell shares on the TSX-V.

Why should Russell shareholders support Premier's Offer?

In addition to the **above-noted significant premium**, our offer to you represents:

- Ongoing participation in Premier's operating businesses, including continued participation in Russell;
- Enhanced liquidity in the form of Premier shares, which have had a significantly higher trading volume than Russell shares over the last six months;
- A strengthened balance sheet to support Russell's growth strategies;
- Ability to access capital in a cost-effective manner to Russell;
- Assistance in replacing or reducing Russell's existing financing and interest costs with lower-cost debt;
- Management support on an as-needed basis, including replacement or retention of existing management and Board;
- Increased disclosure, in particular around compensation and related party transactions; and
- Alignment of compensation of executives to ensure long-term success.

Please read the enclosed offer document carefully and in its entirety as it contains important details concerning our offer. If you have any questions that require clarification on any aspect of our offer please feel free to contact the depositary, Computershare Investor Services Inc., at:

Toll Free (North America): 1-800-564-6253 / Overseas: 1-514-982-7555

Email: corporateactions@computershare.com

The board of directors of Premier believes that our expanded position in Russell represents an exciting opportunity for both companies. We hope that you share our enthusiasm and request your support in making this transaction a success. We sincerely believe that this offer is in the best interests of Russell shareholders and urge you to tender your Russell shares in acceptance of our offer.

I look forward to welcoming you as a shareholder of an enlarged Premier!

Sincerely,

"Sanjeev Parsad"

Sanjeev Parsad, President and Chief Executive Officer, Premier Diversified Holdings Inc.