

**VIA ELECTRONIC TRANSMISSION**

July 23, 2012

TO ALL APPLICABLE EXCHANGES AND COMMISSIONS:**RE: ZOOLANDER CORPORATION**
REVISED Confirmation of Notice of Record and Meeting Dates

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 & Special* Meeting of Securityholders for ZOOLANDER CORPORATION.

- | | | |
|----|---|------------------------|
| 1. | ISIN: | CA98977T2083 |
| | CUSIP: | 98977T208 |
| 2. | Date Fixed for the Meeting: | August 31, 2012 |
| 3. | Record Date For Notice: | July 13, 2012 |
| 4. | Record Date For Voting: | July 13, 2012 |
| 5. | Beneficial Ownership Determination Date: | July 13, 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 & Special |

Yours Truly,
EQUITY FINANCIAL TRUST COMPANY

"Lori Thompson"
Senior Manager, Client Relations
Telephone: 416-361-0930 ext.243
ltompson@equityfinancialtrust.com

c.c. Michael Bigayan, Administrator, Client Relations