

**EQUITY**

Equity Financial Trust Company

200 University Ave., Suite 400
Toronto, Ontario M5H 4H1
T 416.361.0152 F 416.361.0470

VIA ELECTRONIC TRANSMISSION

September 10, 2012

TO ALL APPLICABLE EXCHANGES AND COMMISSIONS:

RE: ZOOLANDER CORPORATION
REVISED 3 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.

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|----|---|-------------------------|
| 1. | ISIN: | CA98977T2083 |
| | CUSIP: | 98977T208 |
| 2. | Date Fixed for the Meeting: | October 16, 2012 |
| 3. | Record Date For Notice: | August 27, 2012 |
| 4. | Record Date For Voting: | August 27, 2012 |
| 5. | Beneficial Ownership Determination Date: | August 27, 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
lthompson@equityfinancialtrust.com

c.c. Michael Bigayan, Administrator, Client Relations