



December 31, 2020

Filed via SEDAR

To All Applicable Exchanges and Securities Administrators

**Subject: IONIC BRANDS CORP. (the "Issuer")
Notice of Meeting and Record Date**

Dear Sir/Madam:

We are pleased to confirm the following information with respect to the Issuer's upcoming meeting of securityholders:

Meeting Type:	Annual General Meeting
Meeting Date:	March 8, 2021
Record Date for Notice of Meeting:	January 27, 2021
Record Date for Voting:	January 27, 2021
Beneficial Ownership Determination Date:	January 27, 2021
Class of Securities Entitled to Vote:	Common Shares
ISIN:	CA4622021026
Meeting Location:	Vancouver, BC
Issuer sending proxy materials directly to NOBOs:	No
Issuer paying for delivery to OBOs:	No
Notice and Access for Beneficial Holders:	No
Notice and Access for Registered Holders:	No

In accordance with applicable securities regulations we are filing this information with you in our capacity as agent of the Issuer.

Yours truly,

ODYSSEY TRUST COMPANY

Signed "Vivien Leung"

Vivien Leung
Associate Director, Client Services