



July 13, 2022

Filed via SEDAR

To All Applicable Exchanges and Securities Administrators

**Subject: Icanic Brands Company Inc. (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:	Special Meeting
Meeting Date:	August 8, 2022
Record Date for Notice of Meeting:	June 27, 2022
Record Date for Voting:	June 27, 2022
Beneficial Ownership Determination Date:	June 27, 2022
Class of Securities Entitled to Vote:	9.00% Secured Convertible Debenture due June 6, 2022
ISIN:	n/a
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 by "June Lam"

June Lam
Associate, Corporate Trust