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November 14, 2016

Alberta Securities Commission

British Columbia Securities Commission

Autorité des marchés financiers

TSX Venture

RE: Sportscene Group Inc.

Pursuant to a request from the above-mentioned reporting issuer, we wish to advise you of the following information in connection with its Annual Meeting of Shareholders:

Date of meeting:	January 19, 2017
Record date for notice:	December 13, 2016
Record date for voting:	December 13, 2016
Beneficial ownership determination date:	December 13, 2016
Securities entitled to notice:	Class A Shares
Securities entitled to vote:	Class A Shares
Issuer mailing directly to non objecting beneficial owners:	Yes
Issuer will pay for objecting beneficial owner material distribution:	Yes
Issuer using notice-and-access for registered investors:	No
Issuer using notice-and-access for non-registered investors:	No
Notice-and-access stratification criteria:	No

Yours very truly,

Larry Calixtro
Associate Manager, Trust Central Services
Cc: CDS & Co. (via- e-mail)