



VIA ELECTRONIC TRANSMISSION

March 2, 2017

TO ALL APPLICABLE EXCHANGES AND COMMISSIONS:

RE: PREMIUM BRANDS HOLDINGS CORPORATION
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 upcoming Annual General Meeting of Security Holders for the subject issuer:

1	ISIN:	CA74061A1084
	CUSIP:	74061A108
2	Date Fixed for the Meeting:	May 12, 2017
3	Record Date for Notice:	March 27, 2017
4	Record Date for Voting:	March 27, 2017
5	Beneficial Ownership Determination Date:	March 27, 2017
6	Classes or Series of Securities that entitle the holder to receive Notice of the Meeting:	COMMON
7	Classes or Series of Securities that entitle the holder to vote at the meeting:	COMMON
8	Business to be conducted at the meeting:	Annual General
9	Notice-and-Access:	
	Registered Shareholders:	YES
	Beneficial Holders:	YES
	Stratification Level:	Not Applicable
10	Reporting issuer is sending proxy-related materials directly to Non-Objecting Beneficial Owners:	NO
11	Issuer paying for delivery to Objecting Beneficial Owners:	NO

Yours truly,
TSX Trust Company

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