

PREMIUM BRANDS HOLDINGS CORPORATION ANNOUNCES SECOND QUARTER 2017 CONFERENCE CALL

VANCOUVER, B.C., July 18, 2017 – Premium Brands Holdings Corporation (TSX: PBH), a leading producer, marketer and distributor of branded specialty food products, will hold a conference call to discuss its second quarter 2017 results on Monday, August 14, 2017 at 10:30 a.m. PST (1:30 p.m. EST). Mr. George Paleologou, President & CEO and Mr. Will Kalutycz, CFO will host the call. A press release outlining the Company's second quarter 2017 results will be issued on the morning of Monday, August 14, 2017.

Access to the call may be obtained by calling the operator at (866) 233-4585 / (416) 640-5946 up to ten minutes prior to the scheduled start time. For those who are unable to participate, a recording of the conference call will be available through to August 28, 2017 at (888) 203-1112 / (647) 436-0148 (passcode: 2030077). Alternatively, a recording of the conference call will be available at the Company's website at <http://www.premiumbrandsholdings.com>.

About Premium Brands

Premium Brands owns a broad range of leading specialty food manufacturing and differentiated food distribution businesses with operations in British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, Nova Scotia, Nevada, Ohio, Arizona and Washington State. The Company services a diverse base of customers located across North America and its family of brands and businesses include Grimm's, Harvest, McSweeney's, Piller's, Freybe, Expresco, Belmont Meats, Hempler's, Isernio's, Fletcher's U.S., Direct Plus, Audrey's, SK Food Group, OvenPride, Bread Garden Go, Hygaard, Quality Fast Foods, Deli Chef, Creekside Bakehouse, Stuyver's Bakestudio, Island City Baking, Conte Foods, Larosa Fine Foods, Gourmet Chef, Duso's, Centennial Foodservice, B&C Food Distributors, Shahir, Wescadia, Harlan Fairbanks, Maximum Seafood, Ocean Miracle, Hub City Fisheries, Diana's Seafood, C&C Packing, Premier Meats and Interprovincial Meat Sales.

For further information, please contact George Paleologou, President and CEO or Will Kalutycz, CFO at (604) 656-3100.

www.premiumbrandsholdings.com