



November 21, 2019

Filed via SEDAR

To All Applicable Exchanges and Securities Administrators

**Subject: Lifestyle Global Brands Inc. (the "Issuer")
Amended 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 & Ordinary
Meeting Date:	December 20, 2019
Record Date for Notice of Meeting:	November 19, 2019
Record Date for Voting:	November 19, 2019
Beneficial Ownership Determination Date:	November 19, 2019
Class of Securities Entitled to Vote:	Ordinary
ISIN:	CA2284622065 *
Meeting Location:	Calgary, Alberta
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 "Jacquie Fisher"

Jacquie Fisher
Managing Director, Client Services