

June 15, 2022



Filed via SEDAR

To All Applicable Exchanges and Securities Administrators

**Subject: SIMPLY BETTER BRANDS CORP. (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:	Annual General Meeting
Meeting Date:	July 29, 2022
Record Date for Notice of Meeting:	June 24, 2022
Record Date for Voting (if applicable):	June 24, 2022
Beneficial Ownership Determination Date:	June 24, 2022
Class of Securities Entitled to Vote:	Common
ISIN:	CA82888R1055
Issuer sending proxy materials directly to NOBOs:	No
Issuer paying for delivery to OBOs:	No
Notice and Access for Beneficial Holders:	Yes
Notice and Access for Registered Holders:	Yes

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
as agent for SIMPLY BETTER BRANDS CORP.**