



May 11, 2021

Filed via SEDAR

To All Applicable Exchanges and Securities Administrators

**Subject: CE Brands Inc. (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:	Special Meeting
Meeting Date:	June 29, 2021
Record Date for Notice of Meeting:	May 31, 2021
Record Date for Voting:	May 31, 2021
Beneficial Ownership Determination Date:	May 31, 2021
Class of Securities Entitled to Vote:	Common Shares
ISIN:	CA12513R1055
Meeting Location:	Calgary
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 "Jennifer Villareal"

Jennifer Villareal
Director, Client Services