

March 24, 2014

1500 University Street, Suite 700
Montreal QC, H3A 3S8
www.computershare.com

To: All Canadian Securities Regulatory Authorities

Subject: IOU FINANCIAL INC.

Dear Sirs:

We advise of the following with respect to the upcoming Meeting of Security Holders for the subject Issuer:

Meeting Type :	Annual Special Meeting
Record Date for Notice of Meeting :	April 17, 2014
Record Date for Voting (if applicable) :	April 17, 2014
Beneficial Ownership Determination Date :	April 17, 2014
Meeting Date :	May 23, 2014
Meeting Location (if available) :	Montreal, Qc
Issuer sending proxy related materials directly to NOBO:	Yes
Issuer paying for delivery to OBO:	Yes

Notice and Access (NAA) Requirements:

NAA for Beneficial Holders	No
NAA for Registered Holders	No

Voting Security Details:

Description	CUSIP Number	ISIN
COMMON SHARES	44985J105	CA44985J1057

Sincerely,

Computershare

Agent for IOU FINANCIAL INC.