

April 9, 2015

Computershare
1500 Robert-Bourassa Blvd., 7th
Floor
Montreal QC, H3A 3S8
www.computershare.com

To: All Canadian Securities Regulatory Authorities

Subject: IOU FINANCIAL INC.

Dear Sir/Madam:

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

Meeting Type :	Annual General and Special Meeting
Record Date for Notice of Meeting :	May 04, 2015
Record Date for Voting (if applicable) :	May 04, 2015
Beneficial Ownership Determination Date :	May 04, 2015
Meeting Date :	June 10, 2015
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	44985J204	CA44985J2048

Sincerely,

Computershare
Agent for **IOU FINANCIAL INC.**