

VIA SEDAR

BC Securities Commission
Alberta Securities Commission
Ontario Securities Commission
The Canadian Depository for Securities

Dear Sirs/Mesdames:

Re: Feel Foods Ltd. (the "Company") - Consolidation of Shares

Pursuant to Policy 9 - *Name Change, Stock Splits & Share Consolidation* of the Canadian Securities Exchange ("**CSE**"), please be advised that the Company will consolidate its common shares on the basis of one post-consolidated common share for every ten (10) pre-consolidated common shares held (the "**Consolidation**"). The record date for the Consolidation is May 18, 2022. In conjunction with the Consolidation, the Company will be changing its name to "**Ultra Brands Ltd.**"

We trust you will find the foregoing in order. However, if you have any questions please feel free to contact the undersigned.

Yours truly,

"Kelly Pladson"

Kelly Pladson
Corporate Secretary