

VIA ELECTRONIC TRANSMISSION

November 8, 2011

TO ALL APPLICABLE EXCHANGES AND COMMISSIONS:**RE: Iplayco Corporation Ltd.
Confirmation of Notice of Record and Meeting Dates**

We are pleased to confirm that Notice of Record and Meeting Dates was sent to The Canadian Depository for Securities.

We advise the following with respect to the Annual Meeting of Securityholders for Iplayco Corporation Ltd.

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|----|---|-------------------|
| 1. | ISIN: | CA46263M1068 |
| | CUSIP: | 46263M106 |
| 2. | Date Fixed for the Meeting: | February 16, 2012 |
| 3. | Record Date For Notice: | December 19, 2011 |
| 4. | Record Date For Voting: | December 19, 2011 |
| 5. | Beneficial Ownership Determination Date: | December 19, 2011 |
| 6. | Classes or Series of Securities that entitle the holder to receive Notice of the Meeting: | Common Shares |
| 7. | Classes of Series of Securities that entitle the holder to vote at the meeting: | Common Shares |
| 8. | Business to be conducted at the meeting: | Annual |

Yours Truly,
EQUITY FINANCIAL TRUST COMPANY

"Sandy Hunter"
Manager, Client Relations
Telephone: 604-696-4234 ext.604
shunter@equityfinancialtrust.com

c.c. Nathaniel Mariano, Administrator, Client Relations