

November 1, 2018

Estate Nos 31-2436097 / 31-2436108 / 31-2436109

**In the Matter of the Notice of Intention to Make a Proposal of
Fluid Brands Inc., 11041037 Canada Inc., and 11041045 Canada Inc.
of the City of Toronto
in the Province of Ontario**

To the Creditors of Fluid Brands Inc., 11041037 Canada Inc. and 11041045 Canada Inc.

Notice is hereby given that on October 25, 2018, Fluid Brands Inc. (“**Fluid**”), 11041037 Canada Inc., (dba Bombay) (“**1037**”) and 11041045 Canada Inc. (dba Bowring) (“**1045**”), and together with Fluid and 1037, the “**Companies**”) each filed a Notice of Intention to Make a Proposal (“**NOI**”) pursuant to section 50.4(1) of the *Bankruptcy and Insolvency Act* (Canada) (the “**BIA**”). Richter Advisory Group Inc. was named as trustee under each of the Companies’ NOI’s (the “**Proposal Trustee**”).

A copy of the NOI and a list of creditors with claims amounting to \$250 or more as known or shown by the books and records for Fluid, 1037 and/or 1045 (as applicable) is attached hereto. Please note that the enclosed creditor list is preliminary and subject to change.

As a result of the Companies’ NOI filings, pursuant to the provisions of the BIA, all creditors are stayed from commencing or continuing any proceedings against the Companies.

Additional information in connection with the Companies’ NOI proceedings, including the Companies’ motion materials and any reports prepared by the Proposal Trustee, is available on the Proposal Trustee’s website: <https://www.richter.ca/en/F/Fluid-Brands-Inc>.

Should you have any questions or require further information, please contact Shane Connolly of the Proposal Trustee’s office (416.488.2345 ext. 2247 or sconnolly@richter.ca).

Richter Advisory Group Inc.
Licensed Insolvency Trustee acting *in re* the proposals of
Fluid Brands Inc., 11041037 Canada Inc. and 11041045 Canada Inc.

T. 416.488.2345 / 1.888.805.1793
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claims@richter.ca

Richter Groupe Conseil Inc.
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Bay Wellington Tower
Toronto, ON M5J 2T3
www.richter.ca

Montréal, Toronto

District of:
Division No.
Court No.
Estate No.

- FORM 33 -
Notice of Intention To Make a Proposal
(Subsection 50.4(1) of the Act)

In the Matter of the Notice of Intention to make a Proposal of
Fluid Brands Inc.
Of the City of Toronto
In the Province of Ontario

Take notice that:

1. Fluid Brands Inc, an insolvent person, states, pursuant to subsection 50.4(1) of the Act, that Fluid Brands Inc. intends to make a proposal to its creditors.
2. Richter Advisory Group Inc., of 181 Bay Street, 33rd Floor, Toronto, ON, M5J 2T3, a licensed trustee, has consented to act as trustee under the proposal. A copy of the consent is attached.
3. A list of the names of the known creditors with claims of \$250 or more and the amounts of their claims is also attached.
4. Pursuant to section 69 of the Act, all proceedings against Fluid Brands Inc. are stayed as of the date of filing of this notice with the official receiver in the locality of the debtor.

Dated at the City of Toronto, in the Province of Ontario, this 25th day of October 2018.



Fluid Brands Inc.
Insolvent Person

To be completed by Official Receiver:

Filing Date

Official Receiver

District of:
Division No. -
Court No.
Estate No.

- FORM 33 -
Notice of Intention To Make a Proposal
(Subsection 50.4(1) of the Act)

In the Matter of the Notice of Intention to make a Proposal of
Fluid Brands Inc.
Of the City of Toronto
In the Province of Ontario

List of Creditors with claims of \$250 or more.			
Creditor	Address	Account#	Claim Amount
CANADIAN IMPERIAL BANK OF COMMERCE	25 KING ST. W. 16TH FLOOR TORONTO ON M5L 1A2		24,000,000.00
F.B.I. INC.	98 ORFUS ROAD TORONTO ON M6A 1L9		9,600,000.00
ISAAC BENNET SALES AGENCIES INC.	111 ORFUS ROAD TORONTO ON M6A 1M4		14,700,000.00
Total			48,300,000.00



Fluid Brands Inc
Insolvent Person

- Proposal Consent -

In the Matter of the Notice of Intention to make a Proposal of
Fluid Brands Inc.
Of the City of Toronto
In the Province of Ontario

To whom it may concern,

This is to advise that we hereby consent to act as trustee under the Bankruptcy and Insolvency Act for the proposal of Fluid Brands Inc.

Dated at the City of Toronto in the Province of Ontario, this 25th day of October 2018.

Richter Advisory Group Inc. - Licensed Insolvency Trustee

Per:



Adam Sherman, MBA, CIRP, LIT - Licensed Insolvency Trustee
181 Bay Street, 33rd Floor
Toronto ON M5J 2T3
Phone: (416) 488-2345 Fax: (416) 488-3765



Industry Canada
Office of the Superintendent
of Bankruptcy Canada

Industrie Canada
Bureau du surintendant
des faillites Canada

District of Ontario
Division No. 09 - Toronto
Court No. 31-2436097
Estate No. 31-2436097

In the Matter of the Notice of Intention to make a
proposal of:

Fluid Brands Inc
Insolvent Person

**RICHTER ADVISORY GROUP INC / RICHTER GROUPE
CONSEIL INC**
Licensed Insolvency Trustee

Date of the Notice of Intention: October 25, 2018

CERTIFICATE OF FILING OF A NOTICE OF INTENTION TO MAKE A PROPOSAL
Subsection 50.4 (1)

I, the undersigned, Official Receiver in and for this bankruptcy district, do hereby certify that the aforementioned insolvent person filed a Notice of Intention to Make a Proposal under subsection 50.4 (1) of the *Bankruptcy and Insolvency Act*.

Pursuant to subsection 69(1) of the Act, all proceedings against the aforementioned insolvent person are stayed as of the date of filing of the Notice of Intention.

Date: October 25, 2018, 16:49

E-File/Dépôt Electronique

Official Receiver

151 Yonge Street, 4th Floor, Toronto, Ontario, Canada, M5C2W7, (877)376-9902

Canada