

IMPORTANT TAX NOTICE TO U.S. SHAREHOLDERS RELATED TO YOUR INVESTMENT IN COOLBRANDS INTERNATIONAL INC. (now Swisher Hygiene Inc.)

THIS INFORMATION IS PROVIDED IN ORDER TO ASSIST U.S. SHAREHOLDERS IN MAKING CALCULATIONS AND DOES NOT CONSTITUTE TAX ADVICE. U.S. SHAREHOLDERS ARE ADVISED TO CONSULT THEIR OWN TAX ADVISORS CONCERNING THE OVERALL TAX CONSEQUENCES OF THE OWNERSHIP OF COMMON SHARES ARISING IN THEIR OWN PARTICULAR SITUATIONS UNDER UNITED STATES FEDERAL, STATE, LOCAL OR FOREIGN LAW. THIS INFORMATION IS PROVIDED FOR SHAREHOLDERS WHO ARE U.S. TAXPAYERS. IT MAY NOT BE RELEVANT FOR OTHER PERSONS.

THE INFORMATION IN THIS COMMUNICATION IS NOT INTENDED OR WRITTEN TO BE USED, AND CANNOT BE USED, BY ANY PERSON OR ENTITY FOR THE PURPOSE OF (i) AVOIDING PENALTIES THAT MAY BE IMPOSED ON ANY TAXPAYER OR (ii) PROMOTING, MARKETING OR RECOMMENDING TO ANOTHER PARTY ANY MATTERS ADDRESSED HEREIN.

PASSIVE FOREIGN INVESTMENT COMPANY STATUS

CoolBrands International Inc. (now Swisher Hygiene Inc.) believes that it would be classified as a passive foreign investment company ("PFIC") for its taxable year ended August 31, 2010 ("2010 Taxable Year") and for the taxable period from September 1, 2010 through November 1, 2010, the date that CoolBrands redomesticated to the United States, ("2010 stub period Taxable Year").

THE U.S. TAX RULES REGARDING PFICS ARE VERY COMPLEX AND INVESTORS ARE STRONGLY URGED TO CONSULT THEIR OWN TAX ADVISOR REGARDING THE U.S. TAX CONSEQUENCES OF THE PFIC RULES TO YOUR INVESTMENT IN COOLBRANDS INTERNATIONAL INC.

The attached PFIC Annual Information Statements are being provided pursuant to the requirements of Treasury Regulation Section 1.1295-1(g) (1). These PFIC Annual Information Statements contain information to enable you, should you so choose based on the advice of your tax advisor in light of your personal tax circumstances, to elect to treat CoolBrands International Inc. as a qualified electing fund ("QEF").

A U.S. shareholder who makes a QEF election with respect to CoolBrands International Inc. is required to include in his or her income his or her pro rata share of the ordinary earnings and net capital gains of CoolBrands for CoolBrands' 2010 Taxable Year and 2010 stub period Taxable year ending with or within the electing U.S. shareholder's taxable year, whether or not CoolBrands International Inc distributes any amounts to shareholders. The attached PFIC Annual Information Statements reflect that CoolBrands did not have any ordinary earnings or net capital gain in either the 2010 Taxable Year or 2010 stub period Taxable Year. Absent an IRS challenge and increase in such earnings and capital gain, a U.S. shareholder that acquired CoolBrands stock on or after August 31, 2009 should not have adverse U.S. income tax results from making a

QEF election for the taxable year of the U.S. shareholder in which, or with which, the 2010 Taxable Year and the 2010 stub period Taxable Year of CoolBrands ends.

If you acquired your CoolBrands stock on or after August 31, 2009 and you do not elect to treat CoolBrands International Inc. as a QEF, then if CoolBrands International Inc. is a PFIC for any year during your holding period, adverse tax consequences could result to you. For example, if you sold or exchanged your CoolBrands stock for Swisher Hygiene stock at a gain, you could be required to allocate the gain ratably over the time period during which you held your stock while CoolBrands was a PFIC, and pay U.S. taxes at the highest ordinary income tax rate plus an interest charge to reflect the deemed deferral value.

The QEF election is generally made on Form 8621 ("Return by a Shareholder of a Passive Foreign Investment Company or Qualified Electing Fund") on or before the due date, including extensions, for the income tax return with respect to the tax year to which the election relates.

CoolBrands International Inc. also believes that it would be classified as a PFIC for its taxable years ending on or before August 31, 2009. U.S. shareholders who acquired CoolBrands stock before August 31, 2009 should also consider making a deemed sale election. For such shareholders, the making of only a QEF election would not eliminate the adverse U.S. federal income tax consequences of holding the stock of a PFIC. See the tax discussion on pages 59-60 of the Management Information Circular dated September 24, 2010 (the "Information Circular") which can be accessed through our website at www.swisherhygiene.com (select Investors, Financial Information, Sedar Filings to navigate to www.sedar.com, then select View).

A U.S. shareholder of CoolBrands that was not a 10% shareholder and owned CoolBrands shares having a fair market value of at least \$50,000 on November 1, 2010, immediately before the continuance, should also make a Deemed Dividend Election to include in their income the "all earnings and profits amount" for the period the U.S. shareholder held the CoolBrands stock. This election should be made even if the all earnings and profits amount is zero or less than zero for that period. See pages 61 and 62 of the Information Circular. As reflected in the PFIC Annual Information Statements, the all earnings and profits amount is zero for the 2010 Taxable Year and zero for the 2010 stub period Taxable Year. A copy of the Deemed Dividend Election should be provided to Swisher Hygiene, to the attention of the Chief Financial Officer. See Treasury Regulation Section 1.367(b)-1(c) for the requirements a U.S. shareholder must follow to make a Deemed Dividend Election described in Treasury Regulation Section 1.367(b)-3(c)(3).

U.S. shareholders should consult their own tax advisors regarding the tax consequences and rules for making a QEF Election, deemed sale election and Deemed Dividend Election.