



BLACK DIAMOND

GROUP

BLACK DIAMOND GROUP LIMITED

NOTICE AND ACCESS NOTIFICATION TO SHAREHOLDERS

You are receiving this notification as Black Diamond Group Limited ("Black Diamond") has decided to use the notice and access model ("Notice and Access") for the delivery of meeting materials to its shareholders who do not hold their common shares of Black Diamond ("Common Shares") in their own name (the "Beneficial Shareholders") in respect of its annual and special meeting of shareholders to be held on May 7, 2015 (the "Meeting"). Under Notice and Access, Beneficial Shareholders still receive a voting instruction form enabling them to vote at the Meeting. However, instead of receiving a paper copy of Black Diamond's information circular – proxy statement dated March 16, 2015 (the "Information Circular"), Beneficial Shareholders are receiving this notice with information on how they may access the Information Circular electronically. The use of this alternative means of delivery is more environmentally friendly as it will help reduce paper use and it will also reduce Black Diamond's printing and mailing costs.

MEETING DATE, TIME AND LOCATION

WHEN

Thursday, May 7, 2015
3:00 p.m. (Mountain Time)

WHERE

The Sheraton Eau Claire
255 Barclay Parade
Calgary, Alberta, Canada

SHAREHOLDERS WILL BE ASKED TO CONSIDER AND VOTE ON THE FOLLOWING MATTERS:

1. to fix the number of directors of Black Diamond to be elected at the Meeting at eight (8);
2. to elect eight (8) directors of Black Diamond for the ensuing year;
3. to appoint auditors of Black Diamond for the ensuing year and to authorize the directors of Black Diamond to fix their remuneration as such;
4. to approve the adoption of a by-law of Black Diamond respecting advance notice for the nomination of directors;
5. to approve all unallocated options under Black Diamond's share option plan;
6. to approve the issuance of Common Shares from treasury pursuant to Black Diamond's restricted and performance award incentive plan;
7. to approve the adoption of a shareholder protection rights plan of Black Diamond; and
8. to transact such other business as may properly come before the Meeting or any adjournment or adjournments thereof.

SHAREHOLDERS ARE REMINDED TO REVIEW THE INFORMATION CIRCULAR BEFORE VOTING

WEBSITES WHERE INFORMATION CIRCULAR IS POSTED

The Information Circular can be viewed online at www.SEDAR.com or at the following internet address:

Voting Materials: <http://www.blackdiamondlimited.com/main/page/investor-events>

Short Link: <http://bit.ly/BDI-2015AGM>

HOW TO OBTAIN PAPER COPIES OF THE INFORMATION CIRCULAR

Beneficial Shareholders may request paper copies of the Information Circular be sent to them at no cost. Requests may be made up to one year from the date the Information Circular was filed on SEDAR or by telephone at 1-877-907-7643 and entering the 12-digit control number located on the voting instruction form and following the instructions provided.

Requests should be received at least five business days in advance of the proxy deposit date and time set out in the accompanying voting instruction form in order to receive the Information Circular in advance of such date and the date of the Meeting.

VOTING

Beneficial Shareholders are asked to return their voting instruction form using the following methods by 3:00 p.m. (Mountain Time) on Tuesday, May 5, 2015:

INTERNET: www.proxyvote.com

TELEPHONE: 1-800-474-7493

QUESTIONS

Beneficial Shareholders in Canada with questions about Notice and Access can call toll free at 1-888-569-4880. Outside of Canada, Beneficial Shareholders can dial 403-718-0948 to speak to Black Diamond's investor relations.

Please Note: You cannot use this notice to vote. If you do request a paper copy of the Information Circular, you will not receive a new voting instruction form so you should retain the form sent to you in order to vote.