



SPORTSCENE GROUP INC.

NOTICE OF ANNUAL MEETING OF SHAREHOLDERS

TAKE NOTICE that the Annual Meeting (the "Meeting") of shareholders of Sportscene Group Inc. (the "Corporation") will be held at La Cage Brasserie sportive restaurant located at 1180 Place Nobel, suite 101, Boucherville, Quebec J4B 5L2, on **Thursday, January 21, 2016 at 10:00 a.m.**, local time, for the purposes of:

1. receiving the consolidated financial statements of the Corporation for the fiscal year ended August 30, 2015 and the auditors' report thereon;
2. electing directors for the coming year;
3. appointing auditors and authorizing the Audit Committee of the Corporation to fix their remuneration; and
4. transacting such other business as may properly be brought before the Meeting or any adjournment thereof.

Only those holders of Class A Shares of the Corporation who are registered holders, as at the close of business on December 15, 2015, may exercise, in person or by proxy, their voting rights in accordance with the rights attached to their Class A Shares.

The accompanying Management Proxy Circular provides additional information relating to the matters to be dealt with at the Meeting.

Boucherville, Quebec, November 24, 2015.

BY ORDER OF THE BOARD OF DIRECTORS

Caroline Pedneault, LL.B.
Secretary

If you are unable to attend the Meeting in person, please complete, date, sign and return the enclosed form of proxy in the envelope provided herewith. Forms of proxy must be deposited or received before the close of business on the last business day preceding the day of the Meeting, or any adjournment thereof, at the offices of CST Trust Company, the Corporation's transfer agent and registrar, located at 320, Bay Street, B-1 Level, Toronto, Ontario, M5H 4A6, or at the registered office of the Corporation located at 1180 Place Nobel, suite 102, Boucherville, Quebec, J4B 5L2, or they must be deposited with the chairman at the Meeting or any adjournment thereof. Please take note that the proxy of a shareholder who completes a form of proxy, but who still attends the Meeting and participates in any vote, will be automatically revoked.