

***** Exercise Your *Right* to Vote *****
**Important Notice Regarding the Availability of Proxy Materials for the
Stockholder Meeting to Be Held on December 17, 2019**

BALLANTYNE STRONG, INC.

BALLANTYNE STRONG, INC.
C/O BROADRIDGE CORPORATE ISSUER SOLUTIONS
P. O. Box 1342
Brentwood, NY 11717

Meeting Information

Meeting Type: Annual Meeting

For holders as of: October 29, 2019

Date: December 17, 2019 **Time:** 10:00 AM EST

Location: Ballantyne Strong, Inc.

4201 Congress Street, Suite 175

Charlotte, North Carolina 28209

You are receiving this communication because you hold shares in the above named company.

This is not a ballot. You cannot use this notice to vote these shares. This communication presents only an overview of the more complete proxy materials that are available to you on the Internet. You may view the proxy materials online at www.proxyvote.com or easily request a paper copy (see reverse side).

We encourage you to access and review all of the important information contained in the proxy materials before voting.

**See the reverse side of this notice to obtain
proxy materials and voting instructions.**

— Before You Vote —

How to Access the Proxy Materials

Proxy Materials Available to VIEW or RECEIVE:

1. Notice & Proxy Statement 2. Annual Report with Form 10-K

How to View Online:

Have the information that is printed in the box marked by the arrow → (located on the following page) and visit: www.proxyvote.com.

How to Request and Receive a PAPER or E-MAIL Copy:

If you want to receive a paper or e-mail copy of these documents, you must request one. There is NO charge for requesting a copy. Please choose one of the following methods to make your request:

- 1) **BY INTERNET:** www.proxyvote.com
- 2) **BY TELEPHONE:** 1-800-579-1639
- 3) **BY E-MAIL*:** sendmaterial@proxyvote.com

* If requesting materials by e-mail, please send a blank e-mail with the information that is printed in the box marked by the arrow → (located on the following page) in the subject line.

Requests, instructions and other inquiries sent to this e-mail address will NOT be forwarded to your investment advisor. Please make the request as instructed above on or before December 03, 2019 to facilitate timely delivery.

— How To Vote —

Please Choose One of the Following Voting Methods

Vote In Person: Many stockholder meetings have attendance requirements including, but not limited to, the possession of an attendance ticket issued by the entity holding the meeting. Please check the meeting materials for any special requirements for meeting attendance. At the meeting, you will need to request a ballot to vote these shares.

Vote By Internet: To vote now by Internet, go to www.proxyvote.com. Have the information that is printed in the box marked by the arrow → available and follow the instructions.

Vote By Mail: You can vote by mail by requesting a paper copy of the materials, which will include a proxy card.

Voting items

The Board of Directors recommends you vote FOR the following:

1. Election of Directors

Nominees

- | | | | | |
|------------------------|----------------------|-----------------------|--------------------|-------------------------|
| 01) D. Kyle Cerminara | 02) Lewis M. Johnson | 03) William J. Gerber | 04) Jack H. Jacobs | 05) Charles T. Lanktree |
| 06) Robert J. Roschman | 07) Ndamukong Suh | | | |

The Board of Directors recommends you vote FOR proposals 2, 3 and 4.

2. To approve the amendment and restatement of the Company's 2017 Omnibus Equity Compensation Plan to increase the number of shares authorized for issuance under the plan and to extend the expiration date of the plan.
3. To approve, by non-binding vote, executive compensation.
4. To ratify the appointment of Haskell & White LLP as the Company's independent registered public accounting firm.

NOTE: Such other business as may properly come before the meeting or any adjournment or postponement thereof. The undersigned has received the company's proxy statement and hereby revokes any other proxy or proxies previously given or executed, in any form, to vote or act with respect to the shares of Common Stock held by the undersigned at the 2019 Annual Meeting of Stockholders.

