

**\*\*\* Exercise Your *Right* to Vote \*\*\***  
**Important Notice Regarding the Availability of Proxy Materials for the  
Stockholder Meeting to Be Held on March 31, 2017**

**CRYSTAL ROCK HOLDINGS, INC.**

CRYSTAL ROCK HOLDINGS, INC.  
1050 BUCKINGHAM ST  
WATERTOWN, CT 06795

**Meeting Information**

**Meeting Type:** Annual Meeting

**For holders as of:** February 01, 2017

**Date:** March 31, 2017      **Time:** 10:00 AM EDT

**Location:** Lamn, Krielow, Dytrych & Co.

500 University Boulevard

Suite 215

Jupiter, FL 33458

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](http://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 on Form 10-K
3. Proxy Card
4. Notice of Annual Meeting

### 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](http://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](http://www.proxyvote.com)
- 2) BY TELEPHONE: 1-800-579-1639
- 3) BY E-MAIL\*: [sendmaterial@proxyvote.com](mailto: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 March 19, 2017 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](http://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 John B. Baker	02 Peter K. Baker	03 Martin A. Dytrych	04 John M. LaPides	05 Ross S. Rapaport
06 Lori J. Schafer	07 Bruce S. MacDonald			

The Board of Directors recommends you vote FOR the following proposal:

2. Ratification of the appointment of Wolf & Company, P.C. as the Company's independent auditors.

