

**IN THE UNITED STATES BANKRUPTCY COURT  
FOR THE DISTRICT OF DELAWARE**

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In re: : Chapter 11  
: :  
DIRECTBUY HOLDINGS, INC., *et al.*,<sup>1</sup> : Case No. 16-12435 (CSS)  
: :  
Debtors. : Jointly Administered  
: **Related to Docket Nos. 18 and 126**  
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**NOTICE OF EXTENSION OF BID DEADLINE AND  
ADJOURNMENT OF AUCTION AND SALE HEARING**

**PLEASE TAKE NOTICE** that on November 1, 2016, the above-captioned debtors and debtors in possession (the “Debtors”) filed the Motion for Orders (I)(A) Approving “Stalking Horse Asset Purchase Agreement; (B) Approving Procedures in Connection With the Sale of All or Substantially All of the Debtors’ Business Assets; (C) Scheduling the Related Auction and Hearing to Consider Approval of Sale; (D) Approving Procedures Relating to the Assumption of Certain Executory Contracts and Unexpired Leases; (E) Approving the Form and Manner of Notice Thereof; (F) Approving Expense Reimbursement; and (G) Granting Related Relief; and (II)(A) Authorizing the Sale of All or Substantially All of the Debtors’ Business Assets Free and Clear of Liens, Claims and Interests; (B) Approving the Assumption and Assignment of Certain Executory Contracts and Unexpired Leases Related Thereto; and (C) Granting Related Relief [Docket No. 18] (the “Sale Motion”).

**PLEASE TAKE FURTHER NOTICE** that, on December 1, 2016, the Bankruptcy Court entered an order [Docket No. 126] (the “Bidding Procedures Order”) approving the bidding procedures aspect of the Sale Motion, including the bidding procedures which shall govern the sale of all or substantially all the Debtors’ business assets (the “Bidding Procedures”).

**PLEASE TAKE FURTHER NOTICE** that the Bidding Procedures established, among other things, January 12, 2017 at 5:00 p.m. as the Bid Deadline.<sup>2</sup>

**PLEASE TAKE FURTHER NOTICE** that the Bidding Procedures provide that, in the event the Debtors receive more than one Qualified Bid, the Debtors would conduct the Auction on January 18, 2017 at 10:00 a.m.

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<sup>1</sup> The Debtors in these cases, along with the last four digits of each Debtor’s federal tax identification number, are: DirectBuy Holdings, Inc. (3621); United Consumers Club, Incorporated (6335); DirectBuy, Inc. (5059); Beta Finance Company, Inc. (8776); UCC Distribution, Inc. (6010); U.C.C. Trading Corporation (4388); National Management Corporation (8765); and UCC of Canada, Inc. (6435). The address of the Debtors’ corporate headquarters is 8450 Broadway, Merrillville, IN 46410.

<sup>2</sup> All capitalized terms used but not defined herein shall have the meaning ascribed to them in the Bidding Procedures.

**PLEASE TAKE FURTHER NOTICE** that in accordance with the Bidding Procedures, the Debtors have determined to extend the Bid Deadline and to adjourn the Auction and, in conjunction therewith, the following **new dates** shall apply to the sale of the Purchased Assets:

Bid Deadline	January 31, 2017 at 5:00 p.m.
Sale Objection Deadline for all Parties other than Creditors' Committee	February 6, 2017 at 4:00 p.m.
Sale Objection Deadline for Creditors' Committee	February 9, 2017 at 4:00 p.m.
Auction @ Cole Schotz P.C., 25 Main Street, 4 <sup>th</sup> Floor, Hackensack, New Jersey 07601	February 8, 2017 at 10:00 a.m.
Deadline for Debtors to File and Serve Notice of Winning Bidder and Amount of Bid	February 9, 2017, at 12:00 p.m.
Deadline to Object to Adequate Assurance of Successful Bidder other than Stalking Horse	At or before Sale Hearing
Sale Hearing	February 13, 2017 at 10:00 a.m.

**PLEASE TAKE FURTHER NOTICE** that the Bid Procedures shall remain in full force and effect, except as modified by the deadlines outlined above.

Dated: Wilmington, Delaware  
January 27, 2017

**COLE SCHOTZ P.C.**

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