

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

In re:)	Chapter 11
)	
TRUE RELIGION APPAREL, INC., et al. ¹)	Case No. 17-11460 (CSS)
)	
Reorganized Debtors)	(Jointly Administered)
)	
)	Related to Docket Nos. 513 and 522

**NOTICE OF OCCURRENCE OF EFFECTIVE DATE OF DEBTORS' SECOND AMENDED
JOINT CHAPTER 11 PLAN OF REORGANIZATION**

TO CREDITORS, EQUITY HOLDERS, AND OTHER PARTIES IN INTEREST:

PLEASE TAKE NOTICE that:

1. Confirmation and Occurrence of Effective Date. On October 5, 2017, the United States Bankruptcy Court for the District of Delaware (the "Bankruptcy Court") confirmed the *Debtors' Second Amended Joint Chapter 11 Plan of Reorganization (As Modified)*, dated October 4, 2017 [Docket No. 513] (the "Plan"), which was attached as Exhibit A to the *Finding of Fact, Conclusions of Law, and Order Confirming the Debtors' Second Amended Joint Chapter 11 Plan of Reorganization, as Modified* [Docket No. 522] (the "Confirmation Order").² The Effective Date, as defined in the Plan, occurred on **October 27, 2017**.

2. Bar Dates and Deadlines:

a. Rejection Claims Bar Date. All Proofs of Claim with respect to Claims arising from the rejection of Executory Contracts or Unexpired Leases pursuant to the Plan or the Confirmation Order, if any, must be Filed with the Bankruptcy Court: (a) within thirty (30) days after the date of entry of an order of the Bankruptcy Court (including the Confirmation Order) approving such rejection or such other date as may be set by such order, other than for Unexpired Leases of non-residential real property; and (b) by the later of thirty (30) days (x) after the date the Debtors relinquish control of the premises to the affected landlord counterparty by notifying the affected landlord counterparty in writing of the Debtors' unequivocal and irreversible surrender of the leased property to the affected landlord counterparty and either (i) turning over keys to the affected landlord or its property manager, or (ii) notifying the affected landlord or its property manager in writing that the keys are not available but that the landlord may rekey the leased premises, and (y) the effective date of the rejection, for Unexpired Leases of non-residential real property ((a) and (b) together, the "Rejection Claim Bar Date"). (The deadline for filing a Proof of Claim with respect to Claims arising from the rejection of Executory Contracts or Unexpired Leases pursuant to a prior order of the Bankruptcy Court shall be as set forth in

¹ The Debtors (and now Reorganized Debtors) in these chapter 11 cases and the last four digits of each Reorganized Debtor's U.S. tax identification number are as follows: TRLG Intermediate Holdings, LLC (3150); True Religion Apparel, Inc. (2633); Guru Denim Inc. (1785); True Religion Sales, LLC (3441); and TRLG Services, LLC (8453). The Reorganized Debtors' headquarters is located at 1888 Rosecrans Avenue, Manhattan Beach, CA 90266.

² Capitalized terms used but not defined herein shall have the meanings ascribed to them in the Plan and the Confirmation Order, as applicable.

such order; provided, however if such order does not set such a deadline, the deadline shall be the Rejection Claim Bar Date.) Each Claim arising from the rejection of any Executory Contract or Unexpired Lease shall be treated as a General Unsecured Claim subject to any applicable limitation or defense under the Bankruptcy Code and applicable law.

b. Documentation Deadline. For a Holder of a General Unsecured Claim to be eligible to receive a distribution of Reorganized First Lien Term Loans under the Plan, in addition to other Plan requirements, each such Holder must submit the following documentation in form and substance satisfactory to the Debtors or the Reorganized Debtors (as the case may be) and the Reorganized First Lien Term Loan Agent (the "Required Loan Documentation") on or before November 30, 2017 (the "Documentation Deadline"): (i) executed signature page to a joinder to the Reorganized First Lien Term Loan Agreement; (ii) completed administrative questionnaire; (iii) completed "know-your-customer" fact sheet, together with copies of the required verification documents described in such fact sheet; (iv) applicable tax forms (IRS Form W-9 or Form W-8, as applicable); and (v) such other documents requested by the Reorganized First Lien Term Loan Agent that the Reorganized First Lien Term Loan Agent has determined are required under applicable "know your customer" and anti-money laundering rules and regulations, including Title III of the USA Patriot Act. The Debtors have previously sent the approved forms of the foregoing signature page, administrative questionnaire and "know your customer" fact sheet to Holders of General Unsecured Claims as attachments to a notice that the Debtors served in connection with the Debtors' solicitation of votes on the Plan.

c. Administrative Expense Claims Bar Date. Except as otherwise provided by the Confirmation Order, the Plan, or a Final Order of the Court, the deadline for filing requests for payment of Administrative Expense Claims shall be **December 26, 2017** (which is the first Business Day that is 60 days after the Effective Date), except with respect to Professional Fee Claims, which are addressed below.

d. Professional Fee Application Deadline. Pursuant to the Plan, the deadline to file final requests for payment of Professional Fee Claims is **December 26, 2017** (which is 60 days after the Effective Date, the "Professional Fee Application Deadline"). All professionals must file final requests for payment of Professional Fee Claims by no later than the Professional Fee Application Deadline to receive final approval of the fees and expenses incurred in these Chapter 11 Cases on or after the Petition Date and prior to and including the Effective Date.

3. Access to Documents. Copies of the Plan, the Confirmation Order, and any other related documents may be viewed by accessing them online at <https://cases.primeclerk.com/truereligion>. The documents are also available on the Court's website: www.deb.uscourts.gov. Please note that a PACER password and login are needed to access documents on the Bankruptcy Court's website.

Dated: October 27, 2017

PACHULSKI STANG ZIEHL & JONES LLP

/s/ Laura Davis Jones

Laura Davis Jones (DE Bar No. 2436)
 Richard M. Pachulski (CA Bar No. 90073)
 Robert B. Orgel (CA Bar No. 101875)
 919 North Market Street, 17th Floor
 Wilmington, DE 19899-8705 (Courier 19801)
 Telephone: 302/652-4100
 Facsimile: 302/652-4400
 E-mail: ljones@pszjlaw.com
rpachulski@pszjlaw.com
rorgel@pszjlaw.com

Counsel to the Reorganized Debtors