

**UNITED STATES BANKRUPTCY COURT
DISTRICT OF DELAWARE**

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In re	:	Chapter 11
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BROOKS BROTHERS GROUP, INC., et al.,	:	Case No. 20-11785 (CSS)
	:	
Debtors.¹	:	(Jointly Administered)
	:	
	x	Re: D.I. 332 & 528

NOTICE PURSUANT TO CUSTOMER PROGRAMS ORDER

On August 7, 2020, the Bankruptcy Court entered the *Final Order (I) Authorizing Debtors to (A) Maintain and Administer Prepetition Customer Programs, Promotions, and Practices, (B) Pay and Honor Related Prepetition Obligations, and (II) Granting Related Relief* [D.I. 332] (the “**Customer Programs Order**”).

The Customer Programs Order provides that in the event that the Debtors cease to honor pre-paid, reloadable gift cards (“**Gift Cards**”), the Debtors will file a notice of the same.

On September 11, 2020 (the “**Closing Date**”), the Debtors closed the sale of certain assets related to the business of Debtor Deconic Group LLC, including assets related to the Alexis Bittar® brand, to AB-IP Holdco Inc. (the “**Buyer**”), pursuant to the purchase agreement attached to the *Notice of Higher and Better De Minimis Asset Sale Terms* [D.I. 528].

PLEASE TAKE NOTICE that, effective as of the Closing Date, neither the Debtors nor the Buyer will honor Gift Cards for the purchase of Alexis Bittar goods.

PLEASE TAKE FURTHER NOTICE that, the deadline for Gift Card holders to file proofs of claim shall be set by the Bankruptcy Court at a future date. The future bar date notice and procedures for filing claims may be found on the website of the Debtors’ claims and noticing agent, Prime Clerk LLC, <https://cases.primeclerk.com/brooksbrothers>.

¹ The Debtors in these chapter 11 cases, along with the last four digits of each Debtor’s federal tax identification number, as applicable, are Brooks Brothers Group, Inc. (8883); Brooks Brothers Far East Limited (N/A); BBD Holding 1, LLC (N/A), BBD Holding 2, LLC (N/A), BBDI, LLC (N/A), Brooks Brothers International, LLC (N/A); Brooks Brothers Restaurant, LLC (3846); Deconic Group LLC (0969); Golden Fleece Manufacturing Group, LLC (5649); RBA Wholesale, LLC (0986); Retail Brand Alliance Gift Card Services, LLC (1916); Retail Brand Alliance of Puerto Rico, Inc. (2147); 696 White Plains Road, LLC (7265); and Brooks Brothers Canada Ltd. (N/A). The Debtors’ corporate headquarters and service address is 100 Phoenix Ave., Enfield, CT 06082.

Dated: September 18, 2020
Wilmington, Delaware

/s/ Christopher M. De Lillo

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