

IN THE UNITED STATES BANKRUPTCY COURT
FOR THE DISTRICT OF DELAWARE

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	: Chapter 11
	:
In re	: Case No. 14-10867 (BLS)
	:
	: (Jointly Administered)
	:
COLDWATER CREEK INC., et al.,¹	: Bidding Procedures Objection Deadline:
	: April 24, 2014 at 12 noon (ET)
	: Bidding Procedures Hearing Date:
Debtors.	: April 25, 2014 at 11:00 a.m. (ET)
	: Sale Objection Deadline:
	: April 29, 2014 at 4:00 p.m. (ET)
	: Sale Hearing Date:
	: May 6, 2014 at 9:30 a.m. (ET)
	:
-----	: RE: Docket Nos. 13 and 84
	X

NOTICE OF BIDDING PROCEDURES HEARING AND SALE HEARING

PLEASE TAKE NOTICE that Coldwater Creek Inc., on behalf of itself and its affiliated debtors and debtors in possession in the above-captioned cases (collectively, the “**Debtors**”), on April 11, 2014, filed a motion [D.I. 13] (the “**Motion**”)² for entry of (i) an order (the “**Bidding Procedures Order**”) (a) authorizing entry into Agency Agreement, (b) authorizing Break Up Fee and Expense Reimbursement for the Stalking Horse, (c) authorizing proposed auction procedures (the “**Bidding Procedures**”) and Auction and (d) setting Sale Hearing and approving notice thereof and (ii) an order (the “**Approval Order**”) authorizing (a) the sale of Assets, and (b) Store Closing Sales.

PLEASE TAKE FURTHER NOTICE that responses, if any, to the relief requested in the Motion with respect to the Bidding Procedures Order, must be filed with the United States Bankruptcy Court for the District of Delaware (the “**Bankruptcy Court**”), 824 N. Market Street, 3rd Floor, Wilmington, Delaware 19801 on or before **April 24, 2013 at 12 noon (ET)** (the “**Bidding Procedures Objection Deadline**”). At the same time, you must serve a copy of your response upon the undersigned counsel.

PLEASE TAKE FURTHER NOTICE that a hearing with respect to the proposed Bidding Procedures Order (the “**Bidding Procedures Hearing**”) will be held on **April 25, 2013**

¹ The Debtors in these proceedings (including the last four digits of their respective taxpayer identification numbers) are: Coldwater Creek Inc. (9266), Coldwater Creek U.S. Inc. (8831), Aspenwood Advertising, Inc. (7427), Coldwater Creek The Spa Inc. (7592), CWC Rewards Inc. (5382), Coldwater Creek Merchandising & Logistics Inc. (3904) and Coldwater Creek Sourcing Inc. (8530). Debtor CWC Sourcing LLC has the following Idaho organizational identification number: W38677. The Debtors’ corporate headquarters is located at One Coldwater Creek Drive, Sandpoint, Idaho 83864.

² Capitalized terms used but not defined herein shall have the meanings ascribed to them in the Motion.

at 11:00 a.m. (ET) before the Honorable Brendan Linehan Shannon, in the United States Bankruptcy Court for the District of Delaware, 824 N. Market Street, 6th floor, Courtroom No. 1, Wilmington, Delaware 19801.

PLEASE TAKE FURTHER NOTICE that the Sale Hearing to consider, among other things, the Agency Agreement or Alternative Transaction Agreement with the party or parties submitting the highest or otherwise best bid at the Auction and the Approval Order, is currently scheduled to be held on **May 6, 2014 at 9:30 a.m. (ET)** before the Honorable Brendan Linehan Shannon, in the United States Bankruptcy Court for the District of Delaware, 824 N. Market Street, 6th floor, Courtroom No. 1, Wilmington, Delaware 19801.

PLEASE TAKE FURTHER NOTICE that responses, if any, to the relief requested in the Motion with respect to the Approval Order must be filed with the Bankruptcy Court and served on the following parties so as to be actually received on or before **April 29, 2013 at 4 p.m. (ET)** (the “**Sale Objection Deadline**”): (a) the lead Debtor, Coldwater Creek Inc., One Coldwater Creek Drive, Sandpoint, Idaho 83864, Attn.: John E. Hayes III; (b) proposed counsel to the Debtors, Shearman & Sterling LLP, 599 Lexington Avenue, New York, New York 10022, Attn.: Douglas P. Bartner, Jill Frizzley and Steve L. Camahort; (c) proposed co-counsel to the Debtors, Young Conaway Stargatt & Taylor, LLP, Rodney Square, 1000 North King Street, Wilmington, Delaware 19801, Attn.: Pauline K. Morgan and Kenneth J. Enos; (d) counsel to the prepetition term loan lenders, Kirkland & Ellis LLP, 601 Lexington Avenue, New York, New York 10022, Attn.: Joshua A. Sussberg; (e) co-counsel to the prepetition term loan lenders, Klehr Harrison Harvey Branzburg LLP, 919 N. Market Street, Wilmington, Delaware 19801, Attn: Domenic E. Pacitti; (f) counsel to Wells Fargo Bank, National Association as Administrative Agent for the debtor in possession credit agreement, c/o Riemer & Braunstein LLP, Three Center Plaza, 6th Floor, Boston, Massachusetts 02108, Attn.: Donald E. Rothman; (g) counsel for any committee appointed in these chapter 11 cases; (h) the U.S. Trustee, 855 King Street, Suite 2207, Lockbox 35, Wilmington, Delaware 19801, Attn.: Benjamin A. Hackman.; (i) Hilco Merchant Resources, LLC 5 Revere Drive, Suite 206, Northbrook, Illinois 60062, Attn.: Ian S. Fredericks; (j) Gordon Brothers Group, LLC, 800 Boylston Street, 27th Floor, Boston, Massachusetts 02199, Attn.: Michael D. Chartock; (k) counsel to the Stalking Horse, Curtis, Mallet-Prevost, Colt & Mosle LLP, 101 Park Avenue, New York, New York 10178, Attn.: Steven J. Reisman; and (l) co-counsel to the Stalking Horse, Cole, Schotz, Meisel, Forman & Leonard, P.A., 500 Delaware Avenue, Suite 1410, Wilmington, Delaware 19801, Attn.: Marion M. Quirk.

PLEASE TAKE FURTHER NOTICE that if you fail to respond in accordance with this notice, the Court may enter the proposed Bidding Procedures Order and/or the Approval Order without further notice or a hearing.

PLEASE TAKE FURTHER NOTICE that the Motion and other related pleadings may be found at the Debtors' Website (<http://cases.primeclerk.com/coldwater>) or, for a fee, at the Court's website (<http://www.deb.uscourts.gov/>) for registered users of the Public Access to Court Electronic Records (PACER) System.

Dated: Wilmington, Delaware
April 14, 2014

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