

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

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In re:	:		
	:		Chapter 11
COLDWATER CREEK INC., et al.,¹	:		Case No. 14-10867 (BLS)
	:		(Joint Administration Requested)
Debtors.	:		
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NOTICE OF HEARING TO CONSIDER FIRST DAY PLEADINGS

PLEASE TAKE NOTICE that on April 11, 2014, Coldwater Creek Inc. and its affiliated debtors and debtors in possession in the above-captioned cases (collectively, the “**Debtors**”) filed voluntary petitions for relief under chapter 11 of title 11 of the United States Code, 11 U.S.C. §§ 101–1532 (the “**Bankruptcy Code**”), with the Clerk of the United States Bankruptcy Court for the District of Delaware (the “**Court**”). The Debtors continue to operate their business and manage their properties as debtors in possession pursuant to sections 1107(a) and 1108 of the Bankruptcy Code.

PLEASE TAKE FURTHER NOTICE that the Debtors will present the following motions and applications (collectively, the “**First Day Motions**”) at a hearing on April 14, 2014, at 11:00 a.m. (ET) (the “**First Day Hearing**”) before the Honorable Brendan Linehan Shannon, United States Bankruptcy Judge, at the United States Bankruptcy Court for the District of Delaware, 824 N. Market Street, 6th Floor, Courtroom 1, Wilmington, Delaware 19801.

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.

1. Debtors' Motion for an Order Authorizing Joint Administration of Related Chapter 11 Cases [D.I. 3, 4/11/14]
2. Debtors' Application for an Order Authorizing the Appointment of Prime Clerk LLC as Claims and Noticing Agent [D.I. 4, 4/11/14]
3. Debtors' Motion for Interim and Final Orders Authorizing the Debtors to (I) Maintain Existing Bank Accounts, (II) Continue Use of Existing Cash Management System, (III) Continue Use of Existing Business Forms and (IV) Continue Intercompany Transactions [D.I. 5, 4/11/14]
4. Debtors' Motion for Interim and Final Orders (I) Prohibiting Utility Companies From Discontinuing, Altering or Refusing Service, (II) Deeming Utility Companies to Have Adequate Assurance of Payment and (III) Establishing Procedures for Resolving Requests for Additional Assurance [D.I. 6, 4/11/14]
5. Debtors' Motion for Interim and Final Orders Authorizing the Debtors to Maintain Insurance Policies and Pay All Prepetition and Postpetition Obligations in Respect Thereof [D.I. 7, 4/11/14]
6. Debtors' Motion for an Order Authorizing the Payment of Prepetition Sales, Use and Other Taxes and Government Charges [D.I. 8, 4/11/14]
7. Debtors' Motion for an Order Authorizing the Payment of Certain Prepetition Shipping Claims [D.I. 9, 4/11/14]
8. Debtors' Motion for an Order Authorizing Debtors to: (I) Pay Prepetition Employee and Independent Contractor Wages, Salaries and Other Compensation, (II) Reimburse Prepetition Employee Business Expenses, (III) Contribute to Prepetition Employee Benefit Programs and Continue Such Programs Postpetition, (IV) Make Payments for Which Prepetition Payroll Deductions Were Made, (V) Pay Workers' Compensation Obligations and (VI) Pay All Costs and Expenses Incident to the Foregoing [D.I. 10, 4/11/14]
9. Debtors' Motion for an Order Authorizing the Debtors to (I) Honor Certain Prepetition Obligations to Customers, (II) Continue Customer Programs and (III) Receive, Process and Honor Credit Card Transactions [D.I. 11, 4/11/14]
10. Debtors' Motion for Interim and Final Orders (I) Authorizing Postpetition Financing, (II) Granting Liens and Providing Superpriority Administrative Expense Priority, (III) Authorizing Use of Cash Collateral, (IV) Granting Adequate Protection to Prepetition Secured Lenders, (V) Modifying the Automatic Stay and (VI) Scheduling a Final Hearing [D.I. 12, 4/11/14]
11. Motion for an Order Shortening Notice Period for and Scheduling Expedited Hearing on Debtors' Motion for Orders (I)(A) Authorizing Entry into Agency Agreement, (B) Authorizing Bidding Protections, (C) Authorizing Bidding Procedures and Auction, and (D) Scheduling Sale Hearing and Approving Notice Thereof, (II) Authorizing

(A) Sale of Assets and (B) Store Closing Sales and (III) Granting Related Relief [D.I. 14, 4/11/14]

PLEASE TAKE FURTHER NOTICE that copies of all of the First Day Motions are currently available on the website dedicated to the Debtors' chapter 11 cases, <http://cases.primeclerk.com/coldwater>, and on the Court's website, <http://www.deb.uscourts.gov>. Copies of the First Day Motions and/or orders approving the First Day Motions will be mailed to you subsequent to the First Day Hearing. If you would like to receive copies of any of the First Day Motions prior to the First Day Hearing, you may contact Debbie Laskin, Paralegal, at (302) 571-6710 or dlaskin@ycst.com. All parties wishing to participate in the First Day Hearing telephonically must make arrangements with Court Call by telephone at 866-582-6878 or by facsimile 866-533-2946 no later than 10:00 a.m. (ET) April 14, 2014.

Dated: Wilmington, Delaware
April 11, 2014

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Proposed Counsel to the Debtors and Debtors in Possession