

**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)**
: :
Debtors. : **(Jointly Administered)**
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**NOTICE OF COMMENCEMENT OF CHAPTER 11 BANKRUPTCY CASES,
MEETING OF CREDITORS AND FIXING OF CERTAIN DATES**

On **April 11, 2014**, the above-captioned debtors and debtors in possession (each a “**Debtor**” and 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**”). The Debtors and their respective addresses, case numbers, and federal tax identification numbers are as follows:

DEBTOR <small>(Other names, if any, used by the Debtor in the last 8 years)</small>	ADDRESS	CASE NO.	EIN
Coldwater Creek Inc.	One Coldwater Creek Drive Sandpoint, Idaho 83864	14-10867	82-0419266
Coldwater Creek U.S. Inc.	One Coldwater Creek Drive Sandpoint, Idaho 83864	14-10868	20-8028831
Aspenwood Advertising, Inc.	One Coldwater Creek Drive Sandpoint, Idaho 83864	14-10869	14-1877427
Coldwater Creek The Spa Inc.	One Coldwater Creek Drive Sandpoint, Idaho 83864	14-10870	20-3747592
CWC Rewards Inc.	One Coldwater Creek Drive Sandpoint, Idaho 83864	14-10871	45-3715382
Coldwater Creek Merchandising & Logistics Inc.	One Coldwater Creek Drive Sandpoint, Idaho 83864	14-10872	26-2483904
Coldwater Creek Sourcing Inc.	One Coldwater Creek Drive Sandpoint, Idaho 83864	14-10873	02-0738530
CWC Sourcing LLC	One Coldwater Creek Drive Sandpoint, Idaho 83864	14-10874	82-0419266

DATE, TIME, AND LOCATION OF MEETING OF CREDITORS. MAY 21, 2014, AT 2:00 P.M. (ET), J. CALEB BOGGS FEDERAL BUILDING, 844 NORTH KING STREET, 5TH FLOOR, ROOM 5209, WILMINGTON, DELAWARE 19801.

MEETING OF CREDITORS. The Debtors’ representative, as specified in Rule 9001(5) of the Federal Rules of Bankruptcy Procedure (the “**Bankruptcy Rules**”), is required to appear at the meeting of creditors on the date and at the place set forth above for the purpose of being examined under oath. Attendance by creditors at the meeting is welcomed, but not required. At the meeting, creditors may examine the Debtors and transact such other

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.

business as may properly come before the meeting. The meeting may be continued or adjourned from time-to-time by notice at the meeting, without further written notice to the creditors.

COMMENCEMENT OF CASES. Petitions under chapter 11 of the Bankruptcy Code have been filed in the United States Bankruptcy Court for the District of Delaware (the “**Court**”) by each of the Debtors listed above, and orders for relief have been entered. You will not receive notice of all documents filed in these cases. All documents filed with the Court, including lists of the Debtors’ property and debts, are or will be available for inspection at the Office of the Clerk of the Court (the “**Clerk’s Office**”). In addition, such documents may be available at www.deb.uscourts.gov or at <http://cases.primeclerk.com/coldwater>.

DEADLINE TO FILE A PROOF OF CLAIM. Notice of this deadline will be sent by and through a separate notice.

THE DEADLINE TO FILE A COMPLAINT TO DETERMINE DISCHARGEABILITY OF CERTAIN DEBTS IS JULY 21, 2014.

NAME, ADDRESS, AND TELEPHONE NUMBER OF TRUSTEE. None appointed to date.

PROPOSED COUNSEL FOR THE DEBTORS.

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PURPOSE OF CHAPTER 11 FILING. Chapter 11 of the Bankruptcy Code enables a debtor to reorganize or liquidate pursuant to a plan. A plan is not effective unless approved by the Court at a confirmation hearing. Creditors will be given notice concerning any plan, or in the event the case is dismissed or converted to another chapter of the Bankruptcy Code. The Debtors will remain in possession of their property and will continue to operate their businesses unless a trustee is appointed.

CREDITORS MAY NOT TAKE CERTAIN ACTIONS. A creditor is anyone to whom a debtor owes money or property. Under the Bankruptcy Code, a debtor is granted certain protections against creditors. Common examples of prohibited actions by creditors are contacting a debtor to demand repayment, taking action against a debtor to collect money owed to creditors or to take property of a debtor, and starting or continuing foreclosure actions or repossessions. If unauthorized actions are taken by a creditor against the Debtors, the Court may penalize that creditor. A creditor who is considering taking action against the Debtors or the Debtors’ property should review section 362 of the Bankruptcy Code and may wish to seek legal advice. **The staff of the Clerk’s Office is not permitted to give legal advice.**

CLAIMS. Schedules of creditors will be filed pursuant to Bankruptcy Rule 1007. Any creditor holding a scheduled claim, which is not listed as disputed, contingent, or unliquidated as to amount, may, but is not required to, file a proof of claim in these cases. Creditors whose claims are not scheduled or whose claims are listed as disputed, contingent, or unliquidated as to amount and who desire to participate in these cases or share in any distribution must file their proofs of claim. A creditor who desires to rely on the schedules of creditors has the responsibility for determining that its claim is listed accurately. **Separate notice of the deadlines to file proofs of claim and proofs of claim forms will be provided to the Debtors’ known creditors.** Proofs of claim forms are also available in the Clerk’s Office of any bankruptcy court, from the Court’s web site at

www.deb.uscourts.gov and from the website of Prime Clerk, the Court-appointed claims and noticing agent in these cases, at <http://cases.primeclerk.com/coldwater>.

DISCHARGE OF DEBTS. Confirmation of a chapter 11 plan may result in a discharge of debts, which may include all or part of your debt. See 11 U.S.C. § 1141(d). A discharge means that you may never try to collect the debt from the Debtors, except as provided in the plan. If you believe that a debt owed to you is not dischargeable under Bankruptcy Code § 1141(d)(6)(A), you must start a lawsuit by filing a complaint in the bankruptcy clerk’s office by the “Deadline to File a Complaint to Determine Dischargeability of Certain Debtors” listed on page 1 of this notice. The bankruptcy Clerk’s Office must receive the complaint and any required filing fee by that deadline.

Dated: April 28, 2014

For the Court: /s/ David D. Bird
Clerk of the United States Bankruptcy Court
for the District of Delaware