

**UNITED STATES BANKRUPTCY COURT  
SOUTHERN DISTRICT OF NEW YORK**

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| <p>In re:</p> <p>dELiA*s, INC., <i>et al.</i>,</p> <p style="text-align: center;">Debtors.<sup>1</sup></p> | <p>Chapter 11</p> <p>Case No. 14- 23678 (RDD)</p> <p>Jointly Administered</p> |
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| UNITED STATES BANKRUPTCY COURT SOUTHERN DISTRICT OF NEW YORK  |  |  |
| <b>Notice of Chapter 11 Bankruptcy Case, Meeting of Creditors, &amp; Deadlines</b>  |  |  |
| <p>Chapter 11 bankruptcy cases concerning the Debtors listed below were filed on December 7, 2014. You may be a creditor of the Debtors. <b>This notice lists important deadlines.</b> You may want to consult an attorney to protect your rights. All documents filed in the case may be inspected at the bankruptcy clerk’s office at the address listed below or by accessing the Bankruptcy Court’s website, <a href="http://www.nysb.uscourts.gov">www.nysb.uscourts.gov</a> as well as (A) by written request to the Debtors’ noticing and claims agent, Prime Clerk LLC or (B) by accessing the case website at <a href="http://cases.primeclerk.com/delias">http://cases.primeclerk.com/delias</a>. Note that you need a PACER password and login to access documents on the Bankruptcy Court’s website (a PACER password is obtained by accessing the PACER website, <a href="http://pacer.psc.uscourts.gov">http://pacer.psc.uscourts.gov</a>).</p> <p>NOTE: The staff of the Bankruptcy Court Clerk’s Office, the United States Trustee, and Prime Clerk LLC cannot give legal advice.</p> |  |  |
| <p><b>Creditors -- Do not file this notice in connection with any proof of claim you submit to the court.<br/>See Below for Important Explanations.</b></p>   |  |  |
| <p><b>Debtors (names and address):</b><br/>                 dELiA*s, Inc.<br/>                 dELiA*s Distribution Company<br/>                 A Merchandise, LLC<br/>                 dELiA*s Operating Company<br/>                 dELiA*s Retail Company<br/>                 dELiA*s Group Inc.<br/>                 AMG Direct, LLC<br/>                 dELiA*s Assets Corp.<br/>                 DACCS, Inc.</p>  | <p><b>Case Number:</b><br/>                 14-23678<br/>                 14-23682<br/>                 14-23684<br/>                 14-23683<br/>                 14-23679<br/>                 14-23681<br/>                 14-23685<br/>                 14-23680<br/>                 14-23686</p>   | <p><b>Tax ID Number:</b><br/>                 20-3397172<br/>                 23-2909076<br/>                 27-0037639<br/>                 13-3953765<br/>                 23-2920036<br/>                 13-3914035<br/>                 20-1129236<br/>                 13-3963754<br/>                 42-1750225</p> |
| <p><b>All other names used by the Debtors in the last 8 years (include trade names):</b></p>  | <p><b>Attorneys for Debtors (names and address):</b><br/>                 Gregg M. Galardi<br/>                 Dienna Corrado<br/>                 Arkady A. Goldinsein<br/>                 DLA PIPER LLP (US)<br/>                 1251 Avenue of the Americas<br/>                 New York, New York 10020</p> <p><b>Telephone number:</b> (212) 321-4400</p> |  |
| <b>Meeting of Creditors</b>   |  |  |
| <p>Date: <b>January 13, 2015</b>      Time: <b>2:00 p.m. (EST)</b>      Location: <b>80 Broad Street, New York, New York 10004 (4th Floor)</b></p>  |  |  |

<sup>1</sup> The Debtors in these Chapter 11 cases, together with the last four digits of each Debtor’s federal tax identification number, are as follows: dELiA\*s, Inc. (7172); dELiA\*s Distribution Company (9076); A Merchandise, LLC (7639); dELiA\*s Operating Company (3765); dELiA\*s Retail Company (0036); dELiA\*s Group Inc. (4035); AMG Direct, LLC (9236); dELiA\*s Assets Corp. (3754); DACCS, Inc. (0225). The mailing address for the Debtors, solely for purposes of notices and communications, is: 50 West 23rd Street, New York, NY 10010.

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| <b>Deadline to File a Proof of Claim</b><br>Notice of deadline will be sent at a later time.  |  |
| <b>Deadline to File a Complaint to Determine Dischargeability of Certain Debts:</b><br>Notice of deadline will be sent at a later time.   |  |
| <b>Creditors May Not Take Certain Actions:</b><br>In most instances, the filing of the bankruptcy case automatically stays certain collection and other actions against the debtors and the debtors' property. Under certain circumstances, the stay may be limited to 30 days or not exist at all, although the debtors can request the court to extend or impose a stay. If you attempt to collect a debt or take other action in violation of the Bankruptcy Code, you may be penalized. Consult a lawyer to determine your rights in this case. |  |
| <b>Address of the Bankruptcy Clerk's Office:</b><br>Clerk of the Bankruptcy Court<br>Southern District of New York<br>300 Quarropas Street<br>Room 248<br>White Plains, NY 10601  | <b>For the Court:</b><br>Clerk of the Bankruptcy Court:<br>Vito Genna<br>Clerk of the Court<br>United States Bankruptcy Court for the Southern District of<br>New York |
| Hours Open: 8:30 a.m. to 5:00 p.m.  | Date: December 22, 2014  |

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| Filing of Chapter 11 Bankruptcy Case             | A bankruptcy case under Chapter 11 of the Bankruptcy Code (title 11, United States Code) has been filed in this court by or against the debtors listed on the first page, and an order for relief has been entered. Chapter 11 allows the debtors to reorganize or liquidate pursuant to a plan. A plan is not effective unless confirmed by the court. You may be sent a copy of the plan and a disclosure statement telling you about the plan, and you might have the opportunity to vote on the plan. You will be sent notice of the date of the confirmation hearing, and you may object to confirmation of the plan and attend the confirmation hearing. Unless a trustee is serving, the debtors will remain in possession of the debtors' property and may continue to operate any business.   |
| Legal Advice                                     | The staff of the bankruptcy clerk's office and the U.S. trustee cannot give legal advice. You may want to consult a lawyer to protect your rights.   |
| Creditors Generally May Not Take Certain Actions | Prohibited collection actions are listed in Bankruptcy Code § 362. Common examples of prohibited actions include contacting the debtors by telephone, mail, or otherwise to demand repayment; taking actions to collect money or obtain property from the debtors; repossessing the debtors' property; and starting or continuing lawsuits or foreclosures. Under certain circumstances, the stay may be limited to 30 days or not exist at all, although the debtors can request the court to extend or impose a stay.  |
| Meeting of Creditors                             | A meeting of creditors is scheduled for the date, time, and location listed on the front side. <i>The debtors' representative must be present at the meeting to be questioned under oath by the trustee and by creditors.</i> Creditors are welcome to attend, but are not required to do so. The meeting may be continued and concluded at a later date specified in a notice filed with the court. The court, after notice and a hearing, may order that the United States trustee not convene the meeting if the debtors have filed a plan for which the debtors solicited acceptances before filing the case.  |
| Claims   | A Proof of Claim is a signed statement describing a creditor's claim. A Proof of Claim form (Official Form B10) has not been included with this notice but one is available online at <a href="http://www.uscourts.gov">www.uscourts.gov</a> and on the court's website at <a href="http://www.nysb.uscourts.gov">www.nysb.uscourts.gov</a> . You may look at the schedules that have been or will be filed at the bankruptcy clerk's office or online with a PACER login and password at <a href="http://www.nysb.uscourts.gov">www.nysb.uscourts.gov</a> . If your claim is scheduled and is not listed as disputed, contingent, or unliquidated, it will be allowed in the amount scheduled unless you filed a Proof of Claim or you are sent further notice about the claim. Whether or not your claim is scheduled, you are permitted to file a Proof of Claim. If your claim is not listed at all or if your claim is listed as disputed, contingent, or unliquidated, then you must file a Proof of Claim or you might not be paid any money on your claim and may be unable to vote on a plan. The court has not yet set a deadline to file a Proof of Claim. If a deadline is set, you will be sent another notice. A secured creditor retains rights in its collateral regardless of whether that creditor files a Proof of Claim. Filing a Proof of Claim submits the creditor to the jurisdiction of the bankruptcy court, with consequences a lawyer can explain. For example, a secured creditor who files a Proof of Claim may surrender important nonmonetary rights, including the right to a jury trial. <b>Filing Deadline for a Creditor with a Foreign Address:</b> The deadline for filing claims will be set in a later court order and will apply to all creditors unless the order provides otherwise. If notice of the order setting the deadline is sent to a creditor at a foreign address, the creditor may file a motion requesting the court to extend the deadline. <i>Do not include this notice with any filing you make with the court.</i> |
| 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 Bankruptcy Code § 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 Debts" listed on the front side. <b>The bankruptcy clerk's office must receive the complaint and any required filing fee by that deadline.</b>  |
| Bankruptcy Clerk's Office                        | Any paper that you file in this bankruptcy case should be filed on the court's Electronic Case File System (ECF) using an attorney's login and password issued by the court or on a diskette or compact disk (CD) in PDF format. If you are unable to file electronically or to submit a copy of your filing on diskette or compact disk (CD), you may file conventionally, provided that you submit with your filing an affidavit of your inability to comply.  |
| Creditor with a Foreign Address                  | Consult a lawyer familiar with United States bankruptcy law if you have any questions regarding your rights in this case.  |