

**UNITED STATES BANKRUPTCY COURT
DISTRICT OF DELAWARE**

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| <p>In re</p> <p>SAMUELS JEWELERS, INC.,¹</p> <p style="text-align: center;">Debtor.</p> | <p>:</p> <p>:</p> <p>:</p> <p>:</p> <p>:</p> <p>:</p> <p>:</p> | <p>Chapter 11</p> <p>Case No. 18-11818 (KJC)</p> |
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NOTICE OF BAR DATES FOR FILING CLAIMS

**TO ALL KNOWN CREDITORS OF THE ABOVE-CAPTIONED ENTITY
(THE "DEBTOR"):**

On October 22, 2018, the United States Bankruptcy Court for the District of Delaware (the "Court") entered an order (the "Bar Date Order") in the above-captioned chapter 11 case establishing certain claims bar dates.

Pursuant to the Bar Date Order, the Court has established November 28, 2018 at 5:00 p.m., prevailing Eastern Time as the general bar date (the "General Bar Date") for filing prepetition claims in the Debtor's chapter 11 case. Proofs of claim of governmental units must be filed by February 4, 2019 at 5:00 p.m., prevailing Eastern Time.

As used in this notice, the term "claim" means, as to or against the Debtor and in accordance with section 101(5) of the Bankruptcy Code: (i) any right to payment, whether or not such right is reduced to judgment, liquidated, unliquidated, fixed, contingent, matured, unmatured, disputed, undisputed, legal, equitable, secured or unsecured; or (ii) any right to an equitable remedy for breach of performance if such breach gives rise to a right to payment, whether or not such right to an equitable remedy is reduced to judgment, fixed, contingent, matured, unmatured, disputed, undisputed, secured or unsecured.

THE BAR DATES

The Bar Date Order establishes the following bar dates for filing claims in this case (collectively, the "Bar Dates"):

The General Bar Date. Pursuant to the Bar Date Order, except as described below, all entities holding claims (whether secured, unsecured, priority or unsecured nonpriority, including section 503(b)(9) claims) against the Debtor that arose before August 7, 2018 (the "Petition Date") must file proofs of claim by the General Bar Date (i.e., by November 28, 2018 at 5:00 p.m., prevailing Eastern Time). The claims subject to the General Bar Date are referred to herein

¹ The last four digits of the Debtor's taxpayer identification number are 6316 and its address is 2914 Montopolis Drive, Suite 200, Austin, Texas 78741.

as "General Claims."

The Governmental Bar Date. Pursuant to the Bar Date Order, except as described below, all governmental units holding claims (whether secured, unsecured, priority or unsecured nonpriority, including section 502(b)(9) claims) against the Debtor that arose before the Petition Date must file proofs of claim by the Governmental Bar Date (i.e., by February 4, 2019 at 5:00 p.m., prevailing Eastern Time).

The Rejection Bar Date. Any entity whose claims arise out of the Court-approved rejection of an executory contract or unexpired lease, in accordance with section 365 of the Bankruptcy Code and pursuant to an order entered prior to the confirmation of a plan in the Debtor's chapter 11 case, must file a proof of claim on or before the later of (i) the General Bar Date and (ii) 30 days after service of the order providing for the rejection of such executory contract or unexpired lease. The later of these dates is referred to in this notice as the "Rejection Bar Date."

The Amended Schedules Bar Date. If, subsequent to the mailing date of this notice, the Debtor amends or supplements its Schedules of Assets and Liabilities (the "Schedules") to reduce the undisputed, noncontingent and liquidated amount or to change the nature or classification of a claim against the Debtor reflected therein, any affected entities that dispute such changes are required to file a proof of claim or amend any previously filed proof of claim in respect of the amended scheduled claim on or before the later of: (i) the General Bar Date; and (ii) 30 days after the date that notice of the applicable amendment to the Schedules is served on the claimant. The later of these dates is referred to in this notice as the "Amended Schedules Bar Date."

FILING CLAIMS

1. WHO MUST FILE

Subject to terms described above for holders of claims subject to the Governmental Bar Date, Rejection Bar Date, and the Amended Schedules Bar Date, the following entities must file proofs of claim on or before the General Bar Date:

- a. any entity (i) whose prepetition claim against the Debtor is not listed in the Debtor's Schedules or is listed as disputed, contingent, or unliquidated and (ii) that desires to participate in this chapter 11 case or share in any distributions in this chapter 11 case; and
- b. any entity that believes that its prepetition claim is improperly classified in the Schedules or is listed in an incorrect amount and that desires to have its claim allowed in a classification or amount different from the classification or amount identified in the Schedules.

2. WHAT TO FILE

Parties asserting claims against the Debtor that arose before the Petition Date, including section 503(b)(9) claims, must use the copy of the proof of claim form (the "Proof of Claim Form") included with this notice. Additional copies of the Proof of Claim forms may be obtained at <https://cases.primeclerk.com/samuelsjewelers/EPOC-Index>.

3. WHEN AND WHERE TO FILE

Entities must file the Proof of Claim Form so it is received on or before the applicable Bar Dates at the following address:

Samuels Jewelers, Inc. Claims Processing Center
c/o Prime Clerk LLC
850 3rd Avenue, Suite 412
Brooklyn, NY 11232

Additionally, entities submitting a Proof of Claim Form may file it electronically using the interface available on Prime Clerk's website at <https://cases.primeclerk.com/samuelsjewelers/EPOC-Index>.

Forms will be deemed filed when **actually received** by the Debtor's claims agent, Prime Clerk LLC ("Prime Clerk"). **Forms may not be delivered via facsimile or electronic mail transmission.** Any facsimile or electronic mail submissions will not be accepted and will not be deemed filed until a claim is submitted by one of the methods described above.

Forms will be collected, docketed and maintained by Prime Clerk. If you want to receive acknowledgement of Prime Clerk's receipt of a form, you must submit by the applicable Bar Dates and concurrently with submitting your original form (i) a copy of the original form and (ii) a self-addressed, postage prepaid return envelope. Additionally, if you submit a Proof of Claim Form through Prime Clerk's website interface, you will receive an email confirmation of your submission.

All forms must be **signed** by the claimant or, if the claimant is not an individual, by an authorized agent of the claimant. The form must be written in English and be denominated in United States currency. You should attach to your completed form any documents on which the claim is based (or, if such documents are voluminous, attach a summary) or an explanation as to why the documents are not available.

4. ENTITIES NOT REQUIRED TO FILE A CLAIM

The Bar Date Order further provides that the following entities, whose claims otherwise would be subject to the General Bar Date or the Governmental Bar Date, need not file claims in this case:

- a. any entity that already has filed a signed proof of claim against the Debtor in a form substantially similar to Official Bankruptcy Form No. 410 with: (i) the Clerk of the Bankruptcy Court for the

District of Delaware; or (ii) the Debtor's claims and noticing agent, Prime Clerk;

- b. any entity (i) whose claim against the Debtor is not listed as "disputed", "contingent", or "unliquidated" in the Schedules and (ii) agrees with the nature, classification and amount of its claim as identified in the Schedules;
- c. any entity whose claim against the Debtor previously has been allowed by, or paid pursuant to, an order of the Court;
- d. any entity that is a counterparty to an unexpired lease of nonresidential real property with the Debtor (each, a "Lease") solely with respect to any claim that arises under or relates to such Lease; provided, however, that, in the event that such Lease is rejected pursuant to section 365 of the Bankruptcy Code, any pre-petition claims owing under such Lease and/or claims arising from the rejection of such Lease shall be subject to the Rejection Bar Date;
- e. any officer, director or employee of the Debtor who held such position as of the Petition Date and has a claim against the Debtor for indemnification, contribution or reimbursement; and
- f. the DIP Working Capital Agent, the DIP Term Agent, the DIP Lenders and the Prepetition Secured Parties (each as defined in the Final Order (I) Authorizing the Debtor to Obtain Postpetition Financing, (II) Authorizing the Debtor to Use Cash Collateral, (III) Granting Liens and Providing Superpriority Administrative Expense Status, (IV) Granting Adequate Protection to the Prepetition Lenders, (V) Modifying the Automatic Stay, and (VI) Granting Related Relief (the "Final DIP Order") [D.I. 252]); provided, however, that (i) the foregoing exclusion in this subparagraph shall only apply to claims arising from or relating to any of the DIP Obligations or Prepetition Secured Obligations (each as defined in the Final DIP Order); and (ii) any of the foregoing parties that wishes to assert a claim other than a claim arising from or relating to any of the DIP Obligations or Prepetition Secured Obligations (each as defined in the Final DIP Order) will be required to file a proof of claim by the General Bar Date, unless another exception identified herein applies.

NO REQUIREMENT FOR STOCKHOLDERS TO FILE PROOFS OF INTEREST

Any entity holding an interest in the Debtor (an "Interest Holder"), which interest is based exclusively upon the ownership of: (a) common or preferred stock in the Debtor or (b) warrants or rights to purchase, sell or subscribe to such a security or interest (any such security or

interest being referred to herein as an "Interest"), need not file a proof of interest on or before the General Bar Date; provided, however, Interest Holders who want to assert claims against the Debtor that arise out of or relate to the ownership or purchase of an Interest, including claims arising out of or relating to the sale, issuance or distribution of the Interest, must file a claim by the applicable Bar Dates, unless another exception applies.

CONSEQUENCES OF FAILURE TO FILE A CLAIM

Any Entity that is required to file a Proof of Claim Form that fails to properly file a Proof of Claim Form by the applicable Bar Date shall not be treated as a creditor with respect to such claim for purposes of voting and distribution.

ADDITIONAL INFORMATION

If you require additional information regarding the filing of a claim, you may contact Prime Clerk at (844) 384-4480 or by submitting an inquiry at <https://cases.primeclerk.com/samuelsjewelers/Home-SubmitInquiry>. Copies of the Bar Date Order and other information regarding the Debtor's chapter 11 case are available for inspection free of charge on Prime Clerk's website at: <https://cases.primeclerk.com/samuelsjewelers/>.

Prime Clerk cannot advise you how to file, or whether you should file, a claim. You may wish to consult an attorney regarding this matter.

Dated: October 22, 2018
Wilmington, Delaware

/s/ David T. Queroli
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