

UNITED STATES BANKRUPTCY COURT
DISTRICT OF DELAWARE

In re	:	Chapter 11
	:	
SAMUELS JEWELERS, INC., ¹	:	Case No. 18-11818 (KJC)
	:	
Debtor.	:	Hearing Date: Oct. 22, 2018 at 11:00 a.m. (ET)
	:	Obj. Deadline: Oct. 17, 2018 at 4:00 p.m. (ET)
	:	
	:	Re: Docket No. 299

NOTICE OF SALE HEARING

PLEASE TAKE NOTICE OF THE FOLLOWING:

1. On August 7, 2018, the above-captioned debtor (the "Debtor"), filed a voluntary petition for relief pursuant to chapter 11 of title 11 of the United States Code (the "Bankruptcy Code").

2. On October 4, 2018, the Debtor filed a motion [D.I. 299] (the "Sale Motion"),² pursuant to sections 363 and 365 of the Bankruptcy Code and Rules 2002, 6004, and 6006 of the Federal Rules of Bankruptcy Procedure ("Bankruptcy Rules"), for the entry of an order (the "Sale Order"): (a) authorizing the assumption, assignment and sale (the "Sale") of certain of the Debtor's leases and related assets, pursuant to the terms of the Assumption and Assignment Agreement, by and between the Debtor and Brilliant Fire, LLC, free and clear of all liens, claims and encumbrances, except for certain assumed seller obligations; and (b) granting certain related relief.

3. The Sale Motion is scheduled to be heard on **October 22, 2018 at 11:00 a.m. (prevailing Eastern Time) (the "Sale Hearing")**. The Sale Hearing will be held before The Honorable Kevin J. Carey, United States Bankruptcy Judge, 824 North Market Street, 5th Floor, Courtroom No. 5, Wilmington, Delaware 19801. The Sale Hearing may be adjourned from time to time without further notice to creditors or parties in interest other than by announcement of the adjournment in open court on the date scheduled for the Sale Hearing.

4. Objections, if any, to the Sale, must: (a) be in writing; (b) comply with the Bankruptcy Rules and Local Rules; (c) be filed with the Clerk of the Bankruptcy Court for the District of Delaware, 3rd Floor, 824 North Market Street, Wilmington, Delaware 19801, **on or before October 17, 2018 at 4:00 p.m. (prevailing Eastern Time)**; and (d) be served so as to be actually received by (i) Samuels Jewelers, Inc., 2914 Montopolis Drive, Suite 200, Austin, Texas 78741 (Attn: Farhad Wadia), email: farhad.wadia@smjw.com; (ii) Jones Day, 17 Texas Street,

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.

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

Suite 3300, Houston, Texas 77002 (Attn: Paul M. Green), email: pmgreen@jonesday.com; (iii) Richards, Layton & Finger, P.A., One Rodney Square, 920 North King Street, Wilmington, Delaware 19801 (Attn: Zachary I. Shapiro), email: shapiro@rlf.com; (iv) Berkeley Research Group, LLC, 75 State Street, 18th Floor, Boston, Massachusetts 02109 (Attn: Kyle Richter), email: krichter@thinkbrg.com; (v) Foley & Lardner LLP, Washington Harbour, 3000 K Street, N.W., Suite 600, Washington, D.C. 20007 (Attn: Erika L. Morabito), email: emorabito@foley.com; (vi) Whiteford, Taylor & Preston LLC, The Renaissance Centre, Suite 500, 405 North King Street, Wilmington, Delaware 19801 (Attn: L. Katherine Good), email: kgood@wtplaw.com; (vii) Morgan, Lewis & Bockius LLP, One Federal Street, Boston, Massachusetts 02110 (Attn: Julia Frost-Davies and Christopher L. Carter), email: julia.frost-davies@morganlewis.com and christopher.carter@morganlewis.com; (viii) Reed Smith LLP, 1201 Market Street, Suite 1500, Wilmington, Delaware 19801 (Attn: Kurt F. Gwynne), email: kgwynne@reedsmith.com; (ix) Choate, Hall & Stewart LLP, Two International Place, Boston, MA 02110 (Attn: John F. Ventola and Jonathan D. Marshall), email: jventola@choate.com and jmarshall@choate.com; (x) Womble Bond Dickinson, 222 Delaware Avenue, 15th Floor, Wilmington, Delaware 19802 (Attn: Matthew P. Ward), email: Matthew.Ward@wbd-us.com; and (xi) the U.S. Trustee, 844 King Street, Suite 2207, Lockbox 35, Wilmington, Delaware 19801 (Attn: Jane Leamy), email: jane.m.leafy@usdoj.gov, **no later than October 17, 2018 at 4:00 p.m. (prevailing Eastern Time).**

5. UNLESS AN OBJECTION IS TIMELY SERVED AND FILED, IT MAY NOT BE CONSIDERED BY THE BANKRUPTCY COURT AND THE BANKRUPTCY COURT MAY GRANT THE RELIEF REQUESTED WITHOUT FURTHER HEARING AND NOTICE.

6. Parties interested in receiving more information regarding the Sale of the Assets and/or copies of any related document, including the Sale Motion, may make a written request to: (a) Jones Day, 2727 N. Harwood Street, Dallas, Texas 75201 (Attn: Amanda S. Rush) and (b) Richards, Layton & Finger, P.A., One Rodney Square, 920 North King Street, Wilmington, Delaware 19801 (Attn: Zachary I. Shapiro). In addition, copies of the Sale Motion and this Notice are on file with the Clerk of the Bankruptcy Court for the District of Delaware, 3rd Floor, 824 North Market Street, Wilmington, Delaware 19801 or can be accessed free of charge on the Debtor's website maintained in this case: <https://cases.primeclerk.com/samuelsjewelers/>.

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Dated: October 5, 2018
Wilmington, Delaware

Respectfully submitted,

/s/ David T. Queroli

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Zachary I. Shapiro (DE 5103)
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-and-

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ATTORNEYS FOR DEBTOR