

UNITED STATES BANKRUPTCY COURT  
SOUTHERN DISTRICT OF FLORIDA  
MIAMI DIVISION  
www.flsb.uscourts.gov

In re:

Chapter 11 Cases

ADINATH CORP. and SIMPLY  
FASHION STORES, LTD.,<sup>1</sup>

Case No. 15-16885-LMI  
Jointly Administered

Debtors.

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**NOTICE OF (I) PROPOSED SALE OF ALL OR SUBSTANTIALLY ALL OF THE  
DEBTOR'S ASSETS FREE AND CLEAR OF LIENS, CLAIMS, AND  
ENCUMBRANCES, (II) AUCTION AND (III) SALE HEARING**

**PLEASE TAKE NOTICE** that on April 17, 2015, Simply Fashion Stores, Ltd., as debtors and debtors in possession in the above-captioned chapter 11 case (the "Debtor"), filed a motion (the "Sale Motion") with the United States Bankruptcy Court for the Southern District of Florida (the "Court") seeking, (i) authority to sell all or substantially all of their assets free and clear of all liens, claims, and encumbrances (the "Sale"), (ii) approval of certain procedures for the solicitation of bids and the conduct of an auction with respect to the Sale (the "Bidding Procedures") and (iii) scheduling of a hearing with the Court for approval of the Sale (the "Sale Hearing").

**PLEASE TAKE FURTHER NOTICE** that an auction (the "Auction") is currently scheduled to be conducted at the offices of Berger Singerman LLP, 1450 Brickell Avenue, Suite 1900, Miami, FL 33131 on May 5, 2015 at 2:00 p.m. (prevailing Eastern Time), at which time all prospective bidders may bid and participate pursuant to the terms of the Bidding Procedures.

As described in the Bidding Procedures, the Debtors are soliciting bids for any and all of their assets. The Debtors will consider bids for all of their assets, distinct lots of assets and individual assets, and will consider bids to enter into one or more agency agreements for the liquidation of some or all of their assets. The Debtor, in its business judgment, and after review of all bids submitted, will determine the proposed transaction or transactions that generate the maximum value for its estate.

The Auction will continue until such time as the highest or otherwise best offer is determined. The Debtor may adopt rules for the Auction that will promote the goals of the

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<sup>1</sup> The Debtors in these cases, along with the last four digits of each Debtor's federal tax identification number are: (i) Adinath Corp. (4843); and (ii) Simply Fashion Stores, Ltd. (6230). The address for each of the Debtors is 2110 N.W. 95<sup>th</sup> Avenue, Miami, FL 33172.

Auction process and that are not inconsistent with any of the provisions of the Bidding Procedures. Only bidders who submit bids in accordance with the Bidding Procedures will be allowed to attend the Auction. A copy of the Sale Motion, which contains the Bidding Procedures, may be obtained by (a) contacting the attorneys for the Debtor, Berger Singerman LLP, 1450 Brickell Avenue, Suite 1900, Miami, FL 33131, Attn. Paul Steven Singerman, Esq. and Christopher A. Jarvinen, Esq., Telephone: (305) 755-9500; (b) accessing the Court's website at <http://www.flsb.uscourts.gov> (please note that a PACER password is needed to access documents on the Court's website); (c) viewing the docket of these cases at the Clerk of the Court, United States Bankruptcy Court for the Southern District of Florida, C. Clyde Atkins United States Courthouse, 301 North Miami Avenue, Room 150, Miami, FL 33128; or (d) accessing the public website maintained by the Debtors' court-appointed claims and noticing agent, Prime Clerk LLC, at <http://cases.primeclerk.com/simplyfashion>.

**PLEASE TAKE FURTHER NOTICE** that the Sale Hearing is currently scheduled to be held on **May 6, 2015 at 8:00 a.m. (prevailing Eastern Time)** at the United States Bankruptcy Court for the Southern District of Florida, C. Clyde Atkins United States Courthouse, 301 North Miami Avenue, Courtroom 8, Miami, FL 33128, before the Honorable Laurel M. Isicoff, United States Bankruptcy Judge, to consider the Debtors' selection of the highest or best bid and the Sale. 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 or on the Court's docket.

**PLEASE TAKE FURTHER NOTICE THAT OBJECTIONS TO ANY RELIEF REQUESTED IN THE SALE MOTION, INCLUDING THE DEBTOR'S REQUEST TO APPROVE THE SALE OF PURCHASED ASSETS FREE AND CLEAR OF ALL LIENS, CLAIMS AND ENCUMBRANCES, MUST BE IN WRITING, FILED, AND SERVED SO AS TO BE ACTUALLY RECEIVED BY MAY 5, 2015 AT 4:00 P.M. (PREVAILING EASTERN TIME)** by: (i) the Debtors, c/o KapilaMukamal LLP, 1000 South Federal Highway, Suite 200, Fort Lauderdale, FL 33316, Attn: Soneet R. Kapila, CRO; (ii) the Debtors, 2110 N.W. 95<sup>th</sup> Avenue, Miami, FL 33172, Attn: Swapnil Shah; (iii) counsel to the Debtors, Berger Singerman LLP, 1450 Brickell Avenue, Suite 1900, Miami, FL 33131, Attn: Paul Steven Singerman, Esq. and Christopher A. Jarvinen, Esq.; (iv) the Stalking Horse Bidder, (a) Hilco Merchant Resources, LLC, 5 Revere Drive, Suite 206, Northbrook, IL 60062, Attention Ian S. Fredericks, and (b) Gordon Brothers Retail Partners, LLC, Prudential Tower, 800 Boylston Street, Boston, MA 02119, Attention Michael Chartock; (v) counsel to the Stalking Horse Bidder, Bilzin Sumberg Baena Price & Axelrod LLP, 1450 Brickell Avenue, 23<sup>rd</sup> Floor, Miami, FL 33131, Attn: Scott L. Baena, Esq., and Jay Sakalo, Esq.; (vi) counsel to the Official Committee of Unsecured Creditors, if one is appointed; and (vi) the U.S. Trustee, 51 S.W. First Avenue, Room 1204, Miami, FL 33130 (collectively, the "Objection Notice Parties").

This notice is qualified in its entirety by any order approving the Bidding Procedures (the "Bidding Procedures Order"). All persons and entities are urged to read the Bidding Procedures Order, when entered, and the provisions thereof carefully. To the extent that this notice is inconsistent with the Bidding Procedures Order, the terms of the Bidding Procedures Order shall govern.

Dated: April 23, 2015