

**IN THE UNITED STATES BANKRUPTCY COURT
FOR THE DISTRICT OF DELAWARE**

In re

ALPHA ENTERTAINMENT LLC,

Debtor.¹

Chapter 11

Case No. 20-10940 (LSS)

**NEW YORK TIMES AFFIDAVIT OF PUBLICATION FOR NOTICE
OF SALE, BIDDING PROCEDURES, AUCTION AND SALE HEARING**

Dated: June 3, 2020
Brooklyn, New York

DONLIN, RECANO & COMPANY, INC.



Nora Morales
Director
6201 15th Avenue
Brooklyn, New York 11219
Telephone: 212-481-1411
Email: nmorales@donlinrecano.com

¹ The last four digits of the Debtor's federal tax identification number, is 7778. The Debtor's mailing address



PROOF OF PUBLICATION

Jun-03, 2020

I, Edgar Noblesala, in my capacity as a Principal Clerk of the Publisher of **The New York Times** a daily newspaper of general circulation printed and published in the City, County and State of New York, hereby certify that the advertisement annexed hereto was published in the editions of **The New York Times** on the following date or dates, to wit on

June 3, 2020, NYT & Natl pg B 3

Sworn before me the
3 day of June, 2020.

Notary Public

JAMES W. SAPP
Notary Public, State of New York
No. 01SA6190150
Qualified in New York County
Term Expires July 14, 2020

IN THE UNITED STATES BANKRUPTCY COURT FOR THE DISTRICT OF DELAWARE

Chapter 11
In re **ALPHA ENTERTAINMENT LLC, Debtor.** Case No. 20-10940 (LSS)

Sale/Objection Deadline: July 13, 2020 at 4:00 p.m. (ET)
Post-Auction Objection Deadline: August 5, 2020 at 12:00 p.m. (ET)
Hearing Date: August 7, 2020 at 10:00 a.m. (ET)

NOTICE OF SALE, BIDDING PROCEDURES, AUCTION AND SALE HEARING

PLEASE TAKE NOTICE OF THE FOLLOWING:

- On April 21, 2020, the debtor and debtor in possession in the above-captioned case (the "Debtor") filed with the United States Bankruptcy Court for the District of Delaware (the "Bankruptcy Court") its motion (the "Motion") for the entry of: (A) an order (the "Bidding Procedures Order"); (B) approving bidding procedures in connection with the sale of the Debtor's assets (the "Bidding Procedures"); (C) scheduling an auction for the "Auction" and hearing (the "Sale Hearing") on the approval of the proposed sale or disposition (the "Sale") of the Debtor's assets (the "Acquired Assets"); (D) approving notice of respective date, time and place for the Auction and for the Sale Hearing; (E) approving procedures for the assumption and assignment of certain executory contracts and unexpired leases; (F) approving forms and manner of notice; and (G) granting related relief; and (H) an order authorizing and approving (i) the sale free and clear of liens, claims, rights, encumbrances, and other interests; and (ii) the assumption and assignment of certain executory contracts and unexpired leases (collectively the "Contracts") and (iii) related relief.
- On May 28, 2020, the Bankruptcy Court entered the Bidding Procedures Order (Docket No. 181). Pursuant to the Bidding Procedures Order, the Debtor has until **July 23, 2020 at 11:59 p.m. (ET)** (the "Stalking Horse Bid Deadline") to obtain a Stalking Horse Bid for the Acquired Assets.
- Pursuant to the Bidding Procedures, bids for the Acquired Assets or any subset thereof must be received on or before **July 20, 2020 at 5:00 p.m. (ET)** (the "Bid Deadline") and otherwise comply with the Bidding Procedures. **FAILURE TO ABIDE BY THE BIDDING PROCEDURES MAY RESULT IN A BID BEING REJECTED. ANY PARTY INTERESTED IN BIDDING ON THE ACQUIRED ASSETS SHOULD CONTACT JAY WEINBERGER (JWEINBERGER@HIL.COM), (312) 497-4292, OF HOUDEBAR LONEY CAPITAL, INC., THE DEBTOR'S INVESTMENT BANKER.**
- Pursuant to the Bidding Procedures, in the event that the Debtor receives more than one Qualified Bid by the Bid Deadline, the Debtor will conduct the Auction, which shall take place on **August 3, 2020, beginning at 10:00 a.m. (ET)** at the offices of counsel to the Debtor, Young Conaway Stargatz & Laxer LLP, Rodney Square, 1000 North King Street, Wilmington, Delaware 19801, or such later time or such other place as the Debtor shall designate and provide notice to all Qualified Bidders who have submitted Qualified Bids. Only Qualified Bidders (including any Stalking Horse Bidder) shall be entitled to participate at the Auction for the avoidance of doubt, the Debtor may upon consultation with the Committee Parties, conduct the Auction telephonically or by video conference.
- Each Successful Bid and any Next-Highest Bid (if no Qualified Bid other than that of a Stalking Horse Bidder or one Qualified Bidder is received, then the Stalking Horse Bid or the Qualified Bidder, respectively) will be subject to approval by the Bankruptcy Court. The Sale Hearing shall take place on **August 7, 2020 at 10:00 a.m. (ET)**. The Sale Hearing may be adjourned by the Debtor from time to time without further notice to creditors or other parties in interest other than by announcement of the adjournment in open court on the date scheduled for the Sale Hearing or by filing a notice, which may be a hearing agenda, stating the adjournment, on the docket of the Debtor's chapter 11 case.
- Any objections to the Sale or the relief requested in connection with the Sale, including objections to entry of the proposed Sale Order (a "Sale Objection"), other than a Post-Auction Objection (as defined below) or a Cure/Assignment Objection (which shall be governed by the Assignment Procedures) must: (i) be in writing; (ii) be signed by counsel or attested to by the objecting party; (iii) be in conformity with the applicable provisions of the Bankruptcy Rules and the local Rules; (iv) state with particularity the legal and factual basis for the objection and the specific grounds therefor; (v) be filed with the Clerk of the Court (324 N. Market Street, 2nd Floor, Wilmington, DE 19801), together with proof of service, on or before **4:00 p.m. (ET) on July 13, 2020** (the "Sale Objection Deadline"), except as to the Committee, whose objection deadline shall be July 30, 2020 at 4:00 p.m. (prevaling Eastern Time); and (vi) be served, so as to be actually received on or before the Sale Objection Deadline or the Committee Sale Objection Deadline, as applicable, upon: (a) counsel to the Debtor, Young Conaway Stargatz & Laxer LLP, Rodney Square, 1000 North King Street, Wilmington, Delaware 19801; Attn: Matthew Laxer, Eq. (mlaxer@ycc.com) and Kenneth I. Enos, Eq. (kenos@ycc.com); (b) counsel to the Official Committee of Unsecured Creditors of Alpha Entertainment LLC, Greenberg Traugott, LLP (c) 1333 Piedmont Road, NE, Atlanta, GA 30305; Attn: David Kuzwail (dkuzwail@gtlaw.com), and (d) 1000 Louisiana Street, Suite 1700, Houston, TX 77002; Attn: Sharon L. Heyen (sheyen@gtlaw.com); (e) Office of the United States Trustee, 844 N. King Street, Room 2207, Lockbox 35, Wilmington, DE 19801; Attn: Richard Schepersman, Eq. (richard.schepersman@usdoj.com); and (f) counsel to the Debtor's prepetition lender, KRM Gates, LLP, 599 Livingston Avenue, New York, NY 10022; Attn: John A. Bicks, Eq. (John.Bicks@krgates.com) and James A. Wright III (James.Wright@krgates.com) (collectively, the "Notice Parties").
- Any objections solely with respect to conduct at the Auction (a "Post-Auction Objection") must: (i) be in writing; (ii) be signed by counsel or attested to by the objecting party; (iii) be in conformity with the applicable provisions of the Bankruptcy Rules and the local Rules (i) state with particularity the legal and factual basis for the objection and the specific grounds therefor; (iv) be filed with the Clerk of the Court, 324 N. Market Street, 2nd Floor, Wilmington, DE 19801, together with proof of service, on or before **12:00 p.m. (ET) on August 5, 2020** (the "Post-Auction Objection Deadline"); and (v) be served, so as to be actually received on or before the Post-Auction Objection Deadline, upon the Notice Parties.
- If a Sale Objection is not filed and served on or before the Sale Objection Deadline or a Post-Auction Objection is not filed and served on or before the Post-Auction Objection Deadline in accordance with the foregoing requirements, the Court may enter the Sale Order without further notice to any party.
- Copies of the Motion, the Bidding Procedures, and the Bidding Procedures Order may be obtained by parties in interest free of charge on the dedicated webpage related to the Debtor's chapter 11 case maintained by the claims and notices agent in this case, Drexler, Reitano & Company Inc. (<http://www.drexlerreitano.com/alpha>). Copies of such documents are also available for inspection during regular business hours at the Clerk of the Bankruptcy Court, 324 N. Market Street, 2nd Floor, Wilmington, DE 19801, and may be viewed for a fee on the internet at the Court's website (<http://www.dob.uscourts.gov/>) by following the directions for accessing the ICF system on such website.
- For ease of reference, the following chart has been included to indicate the dates relevant to this Notice:

Date	Event
June 3, 2020	Service of Notice of Assumption and Assignment
July 13, 2020 4:00 p.m. (ET)	Sale/Objection Deadline Cure/Assignment Objection Deadline
July 20, 2020	Stalking Horse Bid Deadline
July 20, 2020 4:00 p.m. (ET)	Committee Sale Objection Deadline
July 30, 2020 5:00 p.m. (ET)	Bid Deadline
August 3, 2020 10:00 a.m. (ET)	Auction
August 5, 2020 12:00 p.m. (ET)	Post-Auction Objection Deadline
August 7, 2020 10:00 a.m. (ET)	Sale Hearing

Filed: May 29, 2020, Wilmington, Delaware. YOUNG CONAWAY STARGATZ & LAXER, LLP (s/ Shane M. Ford, Michael R. Nestor (No. 3526) (mnestor@ycc.com), Matthew R. Lamm (No. 4119) (mlamm@ycc.com), Kenneth I. Enos (No. 4544) (kenos@ycc.com), Tom G. Buchanan (No. 5595) (tobuchanan@ycc.com), Shane M. Ford (No. 6195) (sford@ycc.com), Matthew P. Milana (No. 6681) (mmilana@ycc.com), 1000 N. King Street, Rodney Square, Wilmington, Delaware 19801; Telephone: (302) 571-6600; Facsimile: (302) 571-1253; Counsel to the Debtor and Debtor-in-Possession.

¹ The last four digits of the Debtor's federal tax identification number is 7778. The Debtor's mailing address is 1266 East Main St., Stamford, CT 06902.

² Capitalized terms used but not otherwise defined herein shall have the meaning ascribed to them in the Bidding Procedures Order (including the Bidding Procedures). Any summary of the Bidding Procedures and the Bidding Procedures Order contained herein is qualified in its entirety by the actual terms and conditions thereof. To the extent that there is any conflict between any such summary and such actual terms and conditions, the actual terms and conditions shall control.

RETAIL



JASON SZENES/EPA, VIA SHUTTERSTOCK

An Adidas store in New York was damaged during protests over the death of George Floyd. Sportswear companies beginning to emerge from the economic blow of the pandemic ran into a new crisis as protests swept the U.S.

Adidas Voices Solidarity With Protests While Closing Its Stores

By KEVIN DRAPER and JULIE CRESWELL

As protests over the death of George Floyd in police custody increased across the country last week, Adidas did what brands often do: It posted on Instagram, where the company's account has nearly 26 million followers.

"Together is how we move forward," one of the company's statements read, under the word "RACISM" crossed out.

Some followers praised the German sportswear retailer, reacting with clapping and heart-eyes emojis. Others noted that the post didn't mention Mr. Floyd or police brutality, containing mostly un-specific aphorisms.

"You did it adidas you stopped racism," one follower sarcastically replied.

Just as sportswear companies were emerging from an economic crisis caused by the coronavirus pandemic, they lurched toward another as hundreds of American

cities erupted in protests against racism and police brutality over the weekend. An Adidas store in an upscale neighborhood of Los Angeles was looted, and the company closed its dozens of American stores, just two weeks after reopening some of them for the first time in months.

A spokeswoman for Adidas declined to comment beyond its post on Instagram.

Brands traditionally avoid hot-button political topics in their advertising and marketing, but in recent years that has become more difficult. Consumers from the younger generation want to see their values reflected in the brands they buy.

For sportswear companies like Adidas, that has been especially true during the presidency of Donald J. Trump. Shortly after Mr. Trump was elected, New Balance faced a backlash after expressing support for his trade policies. The company's shoes were then embraced by racists, who referred to

them as the "Official Shoes of White People." Nike signed Colin Kaepernick, the N.F.L. quarterback who began kneeling during the pregame national anthem in protest of the treatment of black people by the police, to a new endorsement contract. It later pulled a pair of sneakers with an early version of the American flag after

Brands are finding it difficult to avoid hot-button topics.

his input, infuriating conservatives.

Companies like Adidas and Nike have long paid black entertainers and athletes to pitch their products, and it is often black teenagers in the country's largest cities who determine which brands are fashionable and subsequently sell big in the white suburbs. This is a particular bone of

contention for black employees at Adidas, a number of whom told The New York Times last year that they felt ignored and sometimes discriminated against by the company.

"In sportswear, a huge part of their consumer base, and even people who inform their brand and endorsers for their brand, is usually a lot of black people," said James Whitner, the owner of the Whitaker Group. The Whitaker Group owns a number of fashion and sneaker retailers focused on black consumers.

Adidas-sponsored basketball players like Jaylen Brown of the Boston Celtics participated in protests over the weekend, and another, the Atlanta Hawks star Trae Young, organized one on Monday. The company's highest-paid pitcher, however, is the rapper Kanye West, who has his own Yeezy line inside Adidas. Mr. West supports Mr. Trump, who has called protesters "terrorists."

For its part, Nike released a vid-

eo advertisement that inverted its trademark "Just Do It" phrase. "Don't pretend there's not a problem in America" appeared in black-and-white text as somber piano music played.

"The intent behind the film was to serve as a catalyst to inspire action," said KeJuan Wilkins, a spokesman for Nike. "There is a deep issue in our society around racism and equalities, and we felt by putting that film out there that we could help encourage people to shape a better future."

Mr. Wilkins, who is black, said he had led the project with Adrienne Lofton, a black woman and a former Under Armour executive who joined Nike last year as a vice president of North American marketing.

Nike has been called hypocritical in the past for projecting progressive values through its marketing that it does not practice within the company, specifically in its treatment of women. Nike publicly supported the U.S. women's

soccer team in its fight for equal pay at the same time that female employees and sponsored athletes said the company mistreated them.

In its most recent diversity and inclusion report, Nike said 56 percent of its employees in 2019, including those in its stores, were nonwhite or from "underrepresented groups." But just 21 percent of its vice presidents were nonwhite, up from 16 percent in 2017.

Mr. Whitner called for sportswear companies to increase investments in black communities, including through donations, education, and internship and mentorship programs, saying they have a responsibility to help those they profit from.

"Everyone understands the dollars of black Americans," Mr. Whitner said. "If you are willing to research the dollars of black America, how do you not have the time to research the plight?"

Limited Damage, but Looting Deals Symbolic Blow

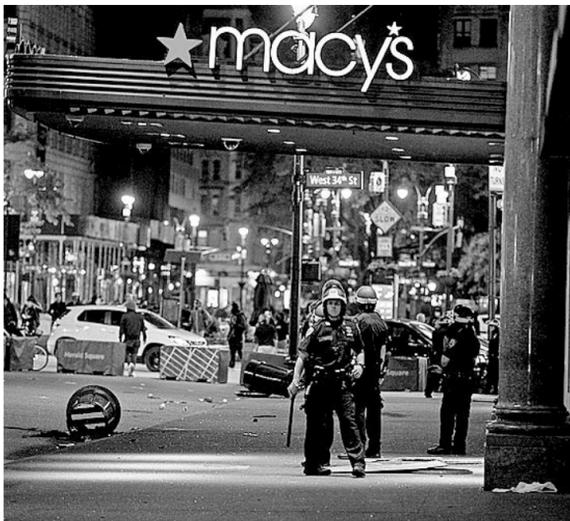
By MICHAEL CORKERY and SAPNA MAHESHWARI

In the end, the damage to the store may have been limited. But images of looters smashing windows and running through Macy's flagship location in Herald Square was another symbolic hit to the already badly battered retailer.

As roving bands of people swarmed through Manhattan late Monday and early Tuesday during protests over the killing of a black man, George Floyd, in police custody, some of them ransacked the city's most vibrant and valuable retail corridors, from the Upper East Side to Midtown.

But the Macy's in Herald Square looms larger perhaps than any other store in New York, not only for the company, which draws a significant amount of its brand identity and revenue from the building, which it has occupied since 1902, but also for the broader retail industry.

"Macy's Herald Square transcends that one company," said



DEMETRIUS FREEMAN FOR THE NEW YORK TIMES

Macy's flagship store in Herald Square was boarded up after overnight looting. The retailer had seen its sales plummet because of the pandemic.

more than 100 others offering curbside pickup.

"As it relates to reopening, the civil unrest does complicate timing, but we're taking it day by day," Blair Rosenberg, a spokeswoman for Macy's, said in a statement.

Last month, the retailer reported preliminary first-quarter net sales of roughly \$3 billion, a 45 percent drop from last year, and an operating loss of as much as \$1.1 billion. The company has delayed its formal first-quarter earnings report to July 1 because of the disruptions from the pandemic.

More broadly, the pandemic has dimmed the outlook for depart-

ment stores, which are generally still hinged to physical locations and largely reliant on malls. Since March, J.C. Penney and the Neiman Marcus Group have filed for bankruptcy, Lord & Taylor has dismissed its entire executive team, and even Nordstrom, which is considered the healthiest chain in the sector, has said it will close 16 of its 116 full-line stores.

Macy's, which also owns Bloomingdale's and Bluemercury, was still assessing the losses from the mayhem. But a spokeswoman said on Tuesday that no employees had been harmed and that "damage has been limited," a result of New York police officers responding to the scene. The Herald

Square location had been temporarily closed since March because of the pandemic, but a skeleton crew of employees has continued working in the store. The company said that during the week-end about 30 of its roughly 775 stores were closed or had shortened hours because of civil unrest and curfews.

Across the country, hundreds of stores have been damaged and looted during the unrest. Big-box retailers like Walmart and Target have closed many locations temporarily to clean up and make repairs, while some smaller merchants have reported damage that they fear could threaten their viability. The looting has come as unemployment has surged because of the pandemic.

Mr. Appelbaum said that no date was set for the Herald Square store's reopening and that it was too early to say whether any of the damage would cause additional delays. The union had recently negotiated a plan with the company to reopen the store with precautions to prevent the virus from spreading, including a requirement that all customers wear masks before being allowed to shop inside.

Most of the store's roughly 3,000 workers have been furloughed without pay, but are still receiving health benefits. Many are black or Hispanic, and have built a career in retailing at Macy's.

"What I am not hearing from our members is how could they do that to Macy's," said Mr. Appelbaum, referring to the damage to the store. "What we are hearing is now is the time to deal with systemic racism."

IN THE UNITED STATES BANKRUPTCY COURT FOR THE DISTRICT OF DELAWARE

Chapter 11
In re
ALPHA ENTERTAINMENT LLC,)
Debtor.) Case No. 20-10940 (LSS)

Sale Objecton Deadline: July 13, 2020 at 4:00 p.m. (ET)
Post-Auction Objecton Deadline: August 5, 2020 at 12:00 p.m. (ET)

Hearing Date: August 7, 2020 at 10:00 a.m. (ET)

NOTICE OF SALE, BIDDING PROCEDURES, AUCTION AND SALE HEARING

PLEASE TAKE NOTICE OF THE FOLLOWING:
1. On April 21, 2020, the debtor and debtor in possession in the above-captioned case (the "Debtor") filed with the United States Bankruptcy Court for the District of Delaware (the "Bankruptcy Court") its motion (the "Motion") for the entry of (A) an order (the "Bidding Procedures Order"); (i) approving bidding procedures in connection with the sale of the Debtor's assets (the "Bidding Procedures"); (ii) scheduling an auction for (the "Auction") and hearing (the "Sale Hearing") on the approval of the proposed sale or disposition (the "Sale") of the Debtor's assets (the "Acquired Assets"); (iii) approving notice of respective date, time and place for the Auction and for the Sale Hearing; (iv) approving procedures for the assumption and assignment of certain executory contracts and unexpired leases; (v) approving form and manner of notice; and (vi) granting related relief; and (B) an order authorizing and approving (i) the Sale free and clear of liens, claims, rights, encumbrances, and other interests; and (ii) the assumption and assignment of certain executory contracts and unexpired leases (collectively, the "Contracts") and (iii) related relief.

2. On May 28, 2020, the Bankruptcy Court entered the Bidding Procedures Order (Docket No. 181), Pursuant to the Bidding Procedures Order, the Debtor has until July 23, 2020 at 11:59 p.m. (ET) (the "Stalking Horse Bid Deadline") to obtain a Stalking Horse Bid for the Acquired Assets.
3. Pursuant to the Bidding Procedures, bids for the Acquired Assets, or any subset thereof, must be received on or before July 23, 2020 at 5:00 p.m. (ET) (the "Bid Deadline") and otherwise comply with the Bidding Procedures. FAILURE TO ABIDE BY THE BIDDING PROCEDURES MAY RESULT IN A BID BEING REJECTED. ANY PARTY INTERESTED IN BIDDING ON THE ACQUIRED ASSETS SHOULD CONTACT JAY WEINBERGER (JWEINBERGER@ML.COM), (212) 497-4292, OF HOLLIHAN LOXEY CAPITAL, INC., THE DEBTOR'S INVESTMENT BANKER.

4. Pursuant to the Bidding Procedures, in the event that the Debtor receives more than one Qualified Bid by the Bid Deadline, the Debtor will conduct the Auction, which shall take place on August 3, 2020, beginning at 10:00 a.m. (ET) at the offices of counsel to the Debtor, Young Conaway Stargatt & Taylor, LLP, Rodney Square, 1000 North King Street, Wilmington, Delaware 19801, or such later time or such other place as the Debtor shall designate and provide notice of to all Qualified Bidders who have submitted Qualified Bids. Only Qualified Bidders (including any Stalking Horse Bidder), shall be entitled to participate at the Auction. For the avoidance of doubt, the Debtor may, upon consultation with the Consultation Parties, conduct the Auction telephonically or by video conference.

5. Each Successful Bid and any Next-Highest Bid (or if no Qualified Bid other than that of a Stalking Horse Bidder or one Qualified Bidder is received, then the Stalking Horse Bid or the Qualified Bidder, respectively) will be subject to approval by the Bankruptcy Court. The Sale Hearing shall take place on August 7, 2020 at 10:00 a.m. (ET). The Sale Hearing may be adjourned by the Debtor from time to time without further notice to creditors or other parties in interest other than by announcement of the adjournment in open court on the date scheduled for the Sale Hearing or by filing a notice, which may be a hearing agenda, stating the adjournment, on the docket of the Debtor's Chapter 11 case.

6. Any objections to the Sale or the relief requested in connection with the Sale, including objections to entry of the proposed Sale Order (a "Sale Objecton"), other than a Post-Auction Objecton (as defined below) or a Cure Cost/Assignment Objecton (which shall be governed by the Assignment Procedures) must: (i) be in writing; (ii) be signed by counsel or attested to by the objecting party; (iii) be in conformity with the applicable provisions of the Bankruptcy Rules and the Local Rules; (iv) state with particularity the legal and factual basis for the objection and the specific grounds therefor; (v) be filed with the Clerk of the Court, 824 N. Market Street, 3rd Floor, Wilmington, DE 19801, together with proof of service on or before 4:00 p.m. (ET) on July 13, 2020 (the "Sale Objecton Deadline"), except as to the Committee, whose objection

deadline shall be July 30, 2020 at 4:00 p.m. (prevailing Eastern Time); and (vi) be served, so as to be actually received on or before the Sale Objecton Deadline or the Committee Sale Objecton Deadline, as applicable, upon: (a) counsel to the Debtor, Young Conaway Stargatt & Taylor, LLP, Rodney Square, 1000 North King Street, Wilmington, Delaware 19801, Attn: Matthew Lunn, Esq. (mlunn@yct.com) and Kenneth J. Enos, Esq. (kenos@yct.com); (b) counsel to the Official Committee of Unsecured Creditors of Alpha Entertainment LLC, Greenberg Traurig, LLP, (i) 2333 Piedmont Road, NE, Atlanta, GA 30305, Attn: David Kurzwel (kurzwel@gtlaw.com), and (ii) 1000 Louisiana Street, Suite 1700, Houston, TX 77002, Attn: Shari L. Heyen (heyens@gtlaw.com); (c) Office of the United States Trustee, 844 N. King Street, Room 2407, Lockbox 35, Wilmington, DE 19801, Attn: Richard Schepartzer, Esq. (richard.schepartzer@usdoj.com); and (d) counsel to the Debtor's prepetition lender, K&L Gates, LLP, 599 Lexington Avenue, New York, NY 10022, Attn: John A. Bicks, Esq. (John.Bicks@kligates.com) and James A. Wright III (James.Wright@kligates.com) (collectively, the "Notice Parties").

7. Any objections solely with respect to conduct at the Auction (a "Post-Auction Objecton") must: (i) be in writing; (ii) be signed by counsel or attested to by the objecting party; (iii) be in conformity with the applicable provisions of the Bankruptcy Rules and the Local Rules; (iv) state with particularity the legal and factual basis for the objection and the specific grounds therefor; (v) be filed with the Clerk of the Court, 824 N. Market Street, 3rd Floor, Wilmington, DE 19801, together with proof of service, on or before 12:00 p.m. (ET) on August 5, 2020 (the "Post-Auction Objecton Deadline"); and (vi) be served, so as to be actually received on or before the Post-Auction Objecton Deadline, upon the Notice Parties.

8. If a Sale Objecton is not filed and served on or before the Sale Objecton Deadline or a Post-Auction Objecton is not filed and served on or before the Post-Auction Objecton Deadline in accordance with the foregoing requirements, the Court may enter the Sale Order without further notice to such party.

9. Copies of the Motion, the Bidding Procedures, and the Bidding Procedures Order may be obtained by parties in interest free of charge on the dedicated webpage related to the Debtor's chapter 11 case maintained by the claims and noticing agent in this case, Donlin, Recano & Company, Inc. (http://www.donlinrecano.com/alpha). Copies of such documents are also available for inspection during regular business hours at the Clerk of the Bankruptcy Court, 824 N. Market Street, 3rd Floor, Wilmington, DE 19801, and may be viewed for a fee on the internet at the Court's website (http://www.deb.uscourts.gov/) by following the directions for accessing the ECF system on such website.

10. For ease of reference, the following chart has been included to indicate the dates relevant to this Notice:

Date	Event
June 3, 2020	Service of Notice of Assumption and Assignment
July 13, 2020 4:00 p.m. (ET)	Sale Objecton Deadline (Cure Cost/Assignment Objecton Deadline)
July 23, 2020	Stalking Horse Bid Deadline
July 30, 2020 4:00 p.m. (ET)	Committee Sale Objecton Deadline
July 30, 2020 5:00 p.m. (ET)	Bid Deadline
August 3, 2020 10:00 a.m. (ET)	Auction
August 5, 2020 12:00 p.m. (ET)	Post-Auction Objecton Deadline

Dated: May 29, 2020, Wilmington, Delaware. YOUNG CONAWAY STARGATT & TAYLOR, LLP, /s/ Shane M. Reil, Michael R. Nestor (No. 3526) (mnestor@yct.com), Matthew B. Lunn (No. 4119) (mlunn@yct.com), Kenneth J. Enos (No. 4544) (kenos@yct.com), Travis G. Buchanan (No. 5595) (tbcuchanan@yct.com), Shane M. Reil (No. 6195) (sreil@yct.com), Matthew P. Milana (No. 6681) (mmilana@yct.com), 1000 N. King Street, Rodney Square, Wilmington, Delaware 19801, Telephone: (302) 571-6600, Facsimile: (302) 571-1253, Counsel to the Debtor and Debtor in Possession

1. The last four digits of the Debtor's federal tax identification number, is 7778. The Debtor's mailing address is 1266 East Main St., Stamford, CT 06902.

2. Capitalized terms used but not otherwise defined herein shall have the meanings ascribed to them in the Bidding Procedures Order (including the Bidding Procedures). Any summary of the Bidding Procedures and the Bidding Procedures Order contained herein is qualified in its entirety by the actual terms and conditions thereof. To the extent that there is any conflict between any such summary and such actual terms and conditions, the actual terms and conditions shall control.

