


<b>UNITED STATES BANKRUPTCY COURT</b>		<b>PROOF OF CLAIM</b>
Name of Debtor: <u>Jennifer Convertibles Inc</u>		Case Number: <u>10-13779</u>
NOTE: This form should not be used to make a claim for an administrative expense arising after the commencement of the case. A request for payment of an administrative expense may be filed pursuant to 11 U.S.C. § 503.		
Name of Creditor (the person or other entity to whom the debtor owes money or property): <u>Bay Area News Group</u>		<input type="checkbox"/> Check this box to indicate that this claim amends a previously filed claim.
Name and address where notices should be sent: <u>Bay Area News Group</u> <u>4000 Executive Pkwy #200</u> <u>San Ramon CA. 94583</u>		Court Claim Number: _____ (If known)
Telephone number: <u>925-302-1683</u>		Filed on: _____
Name and address where payment should be sent (if different from above):		<input type="checkbox"/> Check this box if you are aware that anyone else has filed a proof of claim relating to your claim. Attach copy of statement giving particulars.
Telephone number:		<input type="checkbox"/> Check this box if you are the debtor or trustee in this case.
1. Amount of Claim as of Date Case Filed: \$ <u>40878.00</u>		5. Amount of Claim Entitled to Priority under 11 U.S.C. §507(a). If any portion of your claim falls in one of the following categories, check the box and state the amount.
If all or part of your claim is secured, complete item 4 below; however, if all of your claim is unsecured, do not complete item 4.		Specify the priority of the claim.
If all or part of your claim is entitled to priority, complete item 5.		
<input type="checkbox"/> Check this box if claim includes interest or other charges in addition to the principal amount of claim. Attach itemized statement of interest or charges.		<input type="checkbox"/> Domestic support obligations under 11 U.S.C. §507(a)(1)(A) or (a)(1)(B).
2. Basis for Claim: <u>services performed</u> (See instruction #2 on reverse side.)		<input type="checkbox"/> Wages, salaries, or commissions (up to \$11,725*) earned within 180 days before filing of the bankruptcy petition or cessation of the debtor's business, whichever is earlier - 11 U.S.C. §507 (a)(4).
3. Last four digits of any number by which creditor identifies debtor: <u>1000271</u>		<input type="checkbox"/> Contributions to an employee benefit plan - 11 U.S.C. §507 (a)(5).
3a. Debtor may have scheduled account as: _____ (See instruction #3a on reverse side.)		<input type="checkbox"/> Up to \$2,600* of deposits toward purchase, lease, or rental of property or services for personal, family, or household use - 11 U.S.C. §507 (a)(7).
4. Secured Claim (See instruction #4 on reverse side.) Check the appropriate box if your claim is secured by a lien on property or a right of setoff and provide the requested information.		<input type="checkbox"/> Taxes or penalties owed to governmental units - 11 U.S.C. §507 (a)(8).
Nature of property or right of setoff: <input type="checkbox"/> Real Estate <input type="checkbox"/> Motor Vehicle <input type="checkbox"/> Other		<input type="checkbox"/> Other - Specify applicable paragraph of 11 U.S.C. §507 (a)( ).
Describe:		Amount entitled to priority: \$ _____
Value of Property: \$ _____ Annual Interest Rate _____ %		*Amounts are subject to adjustment on 4/1/13 and every 3 years thereafter with respect to cases commenced on or after the date of adjustment.
Amount of arrearage and other charges as of time case filed included in secured claim, if any: \$ _____ Basis for perfection: _____		
Amount of Secured Claim: \$ _____ Amount Unsecured: \$ _____		
6. Credits: The amount of all payments on this claim has been credited for the purpose of making this proof of claim.		
7. Documents: Attach redacted copies of any documents that support the claim, such as promissory notes, purchase orders, invoices, itemized statements of running accounts, contracts, judgments, mortgages, and security agreements. You may also attach a summary. Attach redacted copies of documents providing evidence of perfection of a security interest. You may also attach a summary. (See instruction 7 and definition of "redacted" on reverse side.)		
DO NOT SEND ORIGINAL DOCUMENTS. ATTACHED DOCUMENTS MAY BE DESTROYED AFTER SCANNING.		
If the documents are not available, please explain:		
Date: <u>8-30-10</u>	Signature: The person filing this claim must sign it. Sign and print name and title, if any, of the creditor or other person authorized to file this claim and state address and telephone number if different from the notice address above. Attach copy of power of attorney, if any. <u>Donna Kleinwaks / Credit + Collections Supervisor</u>	FOR COURT USE ONLY  00058



JENNIFER CONVERTIBLES  
 ATTN: DAVID BORGEN  
 902 BROADWAY  
 NEW YORK, NY 10010

Billing Period	Statement Number	Statement Date
4/1/2010 - 4/30/2010	0000180008	04/30/10

Billed Account Number: **1000271**

Advertiser / Client Name	
JENNIFER CONVERTIBLES	
Terms of Payment	Total Amount Due
Due Within 15 Days	40,878.00

Send payment to:  
 DEPT 8217, LOS ANGELES, CA 90084-8217

018 10002715 00001800085 0040878001

**PLEASE DETACH AND RETURN UPPER PORTION WITH YOUR REMITTANCE**

DATE	REFERENCE	DESCRIPTION - OTHER COMMENTS/CHARGES	INCHES/ LINES	TIMES	RATE	GROSS AMOUNT	NET AMOUNT
03/31/10		Balance Forward				37,288.00	37,288.00
04/29/10	C200629	Credit: Ad#3416427- incorrect rate, 4/2-Jennifer Convertible Scene				-685.00	-685.00
04/02/10	3416427-040210	MagazineBleed - Scene Magazine EB, Scene Magazine SB JENNIFER CONVERTIBLES - APRIL SCENE	1.00	1	4,275.00	4,275.00	4,275.00
04/09/10	3412168-040910	Display ROP - Bay Area Buy	12.00	1	0.00	0.00	0.00
04/10/10	3412185-041010	Display ROP - Bay Area Buy	12.00	1	0.00	0.00	0.00
<i>Thank you for doing business with us.</i>							

**STATEMENT OF ACCOUNT**

**Aging of Past Due Amounts**

Current Charges	30 Days	60 Days	Over 90 Days	Unapplied Amount	TOTAL AMOUNT DUE
3,590.00	18,644.00	18,644.00	0.00	0.00	40,878.00

Credit Representative		Sales Representative		Dist	Page
Ada Klapperbein / 925-302-1663 aklapperbein@bayareanewsgroup.com		Ron Starnes / 408-920-5688 rstarnes@mercurynews.com		Mail	1

Date	Billing Period	Statement Number	Billed Account No.	Advertiser / Client Name
04/30/10	4/1/2010 - 4/30/2010	0000180008	1000271	JENNIFER CONVERTIBLES

**The Mercury News, Contra Costa Times, ANG,  
Santa Cruz Sentinel, SVCN, The Daily News**  
4000 Executive Pkwy, Ste 200, San Ramon, CA 94583-4313  
**Advertising Invoice and Statement**

BILLING DATE	BILLING PERIOD	ACCOUNT NUMBER
05/31/10	5/1/2010 - 5/31/2010	1000271
TOTAL AMOUNT DUE	TERMS OF PAYMENT	STATEMENT NUMBER
36,603.00	Due Within 15 Days	0000192252

Return Service Requested

To pay by credit card, please contact your credit representative, shown below.

**Send payment to:**

JENNIFER CONVERTIBLES  
ATTN: DAVID BORGEN  
902 BROADWAY  
NEW YORK, NY 10010

THE MERCURY NEWS  
DEPT 8217  
LOS ANGELES CA 90084-8217

018 10002715 00001922525 0036603009

PLEASE DETACH AND RETURN THE UPPER PORTION WITH YOUR PAYMENT

**The Mercury News, Contra Costa Times, ANG,  
Santa Cruz Sentinel, SVCN, The Daily News**

BILLING DATE	BILLING PERIOD	TERMS OF PAYMENT	STATEMENT NUMBER	PAGE
05/31/10	5/1/2010 - 5/31/2010	Due Within 15 Days	0000192252	1 of 1

4000 Executive Pkwy, Ste 200, San Ramon, CA 94583-4313

**STATEMENT OF ACCOUNT**

ACCOUNT NUMBER	ACCOUNT NAME
1000271	JENNIFER CONVERTIBLES

D-U-N-S 91-194-7496

Send payment to:  
DEPT 8217, LOS ANGELES CA 90084-8217

CREDIT REPRESENTATIVE	SALES REPRESENTATIVE
Ada Klapperbein / 925-302-1663 aklapperbein@bayareanewsgroup.com	Ron Starnes / 408-920-5688 rstarnes@mercurynews.com

**AGING OF PAST DUE AMOUNTS**

CURRENT NET AMOUNT	30 DAYS	60 DAYS	OVER 90 DAYS	UNAPPLIED AMOUNT	TOTAL AMOUNT DUE
18,644.00	3,590.00	14,369.00	0.00	0.00	36,603.00

DATE	REFERENCE	DESCRIPTION	SIZE/UNITS	TIMES	RATE	GROSS AMOUNT	NET AMOUNT
04/30/10		Balance Forward				40,878.00	40,878.00
05/24/10	P1358197	Payment: Check				-18,644.00	-18,644.00
05/24/10	C202212	Credit: Ad# 3350429- incorrect rate, 3/13				-2,137.50	-2,137.50
05/24/10	C202213	Credit: Ad# 3350450- incorrect rate, 3/27				-2,137.50	-2,137.50
05/01/10	3350491-050110	Display ROP - Bay Area Buy	12.00	1	776.83	9,322.00	9,322.00
05/14/10	3418241-051410	Display ROP - Bay Area Buy	12.00	1	0.00	0.00	0.00
05/15/10	3418744-051510	Display ROP - Bay Area Buy	12.00	1	0.00	0.00	0.00
05/21/10	3418759-052110	Display ROP - Bay Area Buy	12.00	1	0.00	0.00	0.00
05/22/10	3418773-052210	Display ROP - Bay Area Buy	12.00	1	0.00	0.00	0.00
05/29/10	3350496-052910	Display ROP - Bay Area Buy	12.00	1	776.83	9,322.00	9,322.00

*Thank you for doing business with us.*

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Santa Cruz Sentinel, SVCN, The Daily News**  
4000 Executive Pkwy, Ste 200, San Ramon, CA 94583-4313  
**Advertising Invoice and Statement**

BILLING DATE	BILLING PERIOD	ACCOUNT NUMBER
06/30/10	6/1/2010 - 6/30/2010	1000271
TOTAL AMOUNT DUE	TERMS OF PAYMENT	STATEMENT NUMBER
31,556.00	Due Within 15 Days	0000206853

Return Service Requested

To pay the balance on this statement by credit card, please call or email your credit representative shown below.

**Send payment to:**

JENNIFER CONVERTIBLES  
DAVID BORGEN  
902 BROADWAY  
NEW YORK, NY 10010

THE MERCURY NEWS  
DEPT 8217  
LOS ANGELES CA 90084-8217

018 10002715 00002068534 0031556004

PLEASE DETACH AND RETURN THE UPPER PORTION WITH YOUR PAYMENT

**The Mercury News, Contra Costa Times, ANG,  
Santa Cruz Sentinel, SVCN, The Daily News**

BILLING DATE	BILLING PERIOD	TERMS OF PAYMENT	STATEMENT NUMBER	PAGE
06/30/10	6/1/2010 - 6/30/2010	Due Within 15 Days	0000206853	1 of 1

4000 Executive Pkwy, Ste 200, San Ramon, CA 94583-4313

**STATEMENT OF ACCOUNT**

ACCOUNT NUMBER	ACCOUNT NAME
1000271	JENNIFER CONVERTIBLES

D-U-N-S 91-194-7496

Send payment to:  
DEPT 8217, LOS ANGELES CA 90084-8217

CREDIT REPRESENTATIVE	SALES REPRESENTATIVE
Ada Klapperbein / 925-302-1663 aklapperbein@bayareanewsgroup.com	Ron Starnes / 408-920-5688 rstarnes@mercurynews.com

**AGING OF PAST DUE AMOUNTS**

CURRENT NET AMOUNT	30 DAYS	60 DAYS	OVER 90 DAYS	UNAPPLIED AMOUNT	TOTAL AMOUNT DUE
9,322.00	18,644.00	3,590.00	0.00	0.00	31,556.00

DATE	REFERENCE	DESCRIPTION	SIZE/UNITS	TIMES	RATE	GROSS AMOUNT	NET AMOUNT
05/31/10		Balance Forward				36,603.00	36,603.00
06/14/10	P1370570	Payment: Check				-18,644.00	-18,644.00
06/18/10	MD58765-06182010	Debit: Ck refund P1370570, 614				4,275.00	4,275.00
06/11/10	3418816-061110	Display ROP - Bay Area Buy	12.00	1	0.00	0.00	0.00
06/12/10	3418835-061210	Display ROP - Bay Area Buy	12.00	1	0.00	0.00	0.00
06/26/10	3350514-062610	Display ROP - Bay Area Buy	12.00	1	776.83	9,322.00	9,322.00
<i>Thank you for doing business with us.</i>							

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Santa Cruz Sentinel, SVCN, The Daily News**  
4000 Executive Pkwy, Ste 200, San Ramon, CA 94583-4313  
**Advertising Invoice and Statement**

BILLING DATE	BILLING PERIOD	ACCOUNT NUMBER
07/31/10	7/1/2010 - 7/31/2010	1000271
TOTAL AMOUNT DUE	TERMS OF PAYMENT	
40,878.00	Due Within 15 Days	

Return Service Requested

To pay the balance on this statement by credit card, please call or email your credit representative shown below.

**Send payment to:**

JENNIFER CONVERTIBLES  
DAVID BORGEN  
902 BROADWAY  
NEW YORK, NY 10010

THE MERCURY NEWS  
DEPT 8217  
LOS ANGELES CA 90084-8217

018 10002715 0000000000 0040878001

PLEASE DETACH AND RETURN THE UPPER PORTION WITH YOUR PAYMENT

**The Mercury News, Contra Costa Times, ANG,  
Santa Cruz Sentinel, SVCN, The Daily News**

4000 Executive Pkwy, Ste 200, San Ramon, CA 94583-4313

**STATEMENT OF ACCOUNT**

D-U-N-S 91-194-7496

Send payment to:  
DEPT 8217, LOS ANGELES CA 90084-8217

BILLING DATE	BILLING PERIOD	TERMS OF PAYMENT	PAGE
07/31/10	7/1/2010 - 7/31/2010	Due Within 15 Days	1 of 1

ACCOUNT NUMBER	ACCOUNT NAME
1000271	JENNIFER CONVERTIBLES

CREDIT REPRESENTATIVE	SALES REPRESENTATIVE
Ada Klapperbein / 925-302-1663 aklapperbein@bayareanewsgroup.com	Ron Starnes / 408-920-5688 rstarnes@mercurynews.com

**AGING OF PAST DUE AMOUNTS**

CURRENT NET AMOUNT	30 DAYS	60 DAYS	OVER 90 DAYS	UNAPPLIED AMOUNT	TOTAL AMOUNT DUE
9,322.00	9,322.00	18,644.00	3,590.00	0.00	40,878.00

DATE	REFERENCE	DESCRIPTION	SIZE/UNITS	TIMES	RATE	GROSS AMOUNT	NET AMOUNT
06/30/10		Balance Forward				31,556.00	31,556.00
07/03/10	3351006-070310	Display ROP - Bay Area Buy	12.00	1	776.83	9,322.00	9,322.00
07/16/10	3525175-071610	Display ROP - Bay Area Buy	12.00	1	0.00	0.00	0.00
07/17/10	3525195-071710	Display ROP - Bay Area Buy	12.00	1	0.00	0.00	0.00
<i>Thank you for doing business with us.</i>							