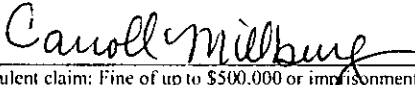



United States Bankruptcy Court District of Delaware		PROOF OF CLAIM	
In re (Name of Debtor) Urban Brands, Inc.		Case Number 10-13005	
Note: This form should not be used to make a claim for an administrative expense arising after the commencement of the case. A "request" for payment of an administrative expense may be filed pursuant to 11 U.S.C. s503.			
Name of Creditor (The person or other entity to whom the debtor owes money or property) AmerenCIPS		<input type="checkbox"/> Check box if you are aware that anyone else has filed a proof of claim relating to your claim. Attach copy of statement giving particulars. <input type="checkbox"/> Check box if you have never received any notices from the bankruptcy court in this case. <input type="checkbox"/> Check box if the address differs from the address on the envelope sent to you by the court.	
Name and Address Where Notices Should be Sent AmerenCIPS Credit & Collections 2105 E. State Route 104 Pawnee, IL 62558		THIS SPACE IS FOR COURT USE ONLY	
Telephone No. 1-888-678-2477 EXT. 45174			
ACCOUNT OR OTHER NUMBER BY WHICH CREDITOR IDENTIFIES DEBTOR 8116		Check here if this claim <input type="checkbox"/> replaces <input type="checkbox"/> amends a previously filed claim, dated: _____	
RECEIVED			
1. BASIS FOR CLAIM <input type="checkbox"/> Goods sold <input type="checkbox"/> Services performed <input type="checkbox"/> Money loaned <input type="checkbox"/> Personal injury/wrongful death <input type="checkbox"/> Taxes <input checked="" type="checkbox"/> Other (Describe briefly) UTILITY SERVICE		OCT 07 2010 BMC GROUP	
2. DATE DEBT WAS INCURRED 09/21/10		3. IF COURT JUDGMENT, DATE OBTAINED:	
4. CLASSIFICATION OF CLAIM. Under the Bankruptcy Code all claims are classified as one or more of the following: (1) Unsecured nonpriority, (2) Unsecured Priority, (3) Secured. It is possible for part of a claim to be in one category and part in another. CHECK THE APPROPRIATE BOX OR BOXES that best describe your claim and STATE THE AMOUNT OF THE CLAIM AT TIME CASE FILED.			
<input type="checkbox"/> SECURED CLAIM \$ _____ Attach evidence of perfection of security interest Brief Description of Collateral: <input type="checkbox"/> Real Estate <input type="checkbox"/> Motor Vehicle <input type="checkbox"/> Other (Describe briefly) _____ amount of arrearage and other charges at time case filed included in secured claim above, if any \$ _____		<input type="checkbox"/> Wages, salaries, or commissions (up to \$4000). *earned not more than 90 days before filing of the bankruptcy petition or cessation of the debtor's business, whichever is earlier - 11 U.S.C.s507(a)(3) <input type="checkbox"/> Contributions to an employee benefit plan - 11 U.S.C. s 507(a)(4) <input type="checkbox"/> Up to \$1,800* of deposits toward purchase, lease, or rental of property or services for personal, family, or household use - 11 U.S.C. s 507(a)(6) <input type="checkbox"/> Alimony, maintenance, or support owed to a spouse, former spouse, or child- 11 U.S.C. s 507(a)(7) <input type="checkbox"/> Taxes or penalties of governmental units - 11 U.S.C. s 507(a)(8) <input type="checkbox"/> Other - Specify applicable paragraph of 11 U.S.C. s 507(a) _____ *Amounts are subject to adjustment on 4/1/98 and every 3 years thereafter with respect to cases commenced on or after the date of adjustment.	
<input checked="" type="checkbox"/> UNSECURED NONPRIORITY CLAIM \$ <u>1,786.97</u> A claim is unsecured if there is no collateral or lien on property of the debtor securing the claim or to the extent that the value of such property is less than the amount of the claim.			
<input type="checkbox"/> UNSECURED PRIORITY CLAIM \$ _____ Specify the priority of the claim.			
5. TOTAL AMOUNT OF CLAIM AT THE TIME CASE FILED:			
\$ 1,786.97		\$ 1,786.97	
(Unsecured)		(Priority)	
<input type="checkbox"/> Check this box if claim includes charges in addition to the principal amount of the claim. Attach itemized statement of all additional charges.			
6. CREDITS AND SETOFFS: The amount of all payments on this claim has been credited and deducted for the purpose of making this proof of claim. In filing this claim, claimant has deducted all amounts that claimant owes to debtor.			
7. SUPPORTING DOCUMENTS: Attach copies of supporting documents, such as promissory notes, purchase orders, invoices, itemized statements of running accounts, contracts, court judgments, or evidence of security interests. If the documents are not available, explain. If the documents are voluminous, attach a summary.			
8. TIME-STAMPED COPY: To receive an acknowledgment of the filing of your claim, enclose a stamped, self-addressed envelope and copy of this proof of claim.			
Date September 30, 2010	Sign and print the name and title, if any, of the creditor or other person authorized to file this claim (attach copy of power of attorney, if any) <div style="text-align: center;">  Customer Service Analyst </div>		

Urban Brands
00018



US BANKRUPTCY COURT
 DISTRICT OF DELAWARE
 2010 OCT -5 AM 10:41
 FILED

BMC

Penalty for presenting fraudulent claim: Fine of up to \$500,000 or imprisonment for up to 5 years, or both. 18 U.S.C. ss 152 and 3571.



Please Return This Portion With Your Payment.

AMOUNT DUE	DUE DATE
\$1,786.97	Oct 8, 2010
AMOUNT PAYABLE AFTER DUE DATE	ACCOUNT NUMBER
\$1,786.97	██████████8116

Amount Enclosed \$ _____

LARGE APPAREL OF MO
C/O AMEREN
CREDIT AND COLLECTIONS
2105 E STATE ROUTE 104
PAWNEE, IL 62558

AMERENCIPS
P.O. Box 66875
St. Louis, MO 63166-6875

2040000 0054784181106 00000000 00632520 01786970

Keep This Portion For Your Records

ACCOUNT NUMBER	██████████8116
NAME	LARGE APPAREL OF MO
SERVICE	2516 STATE
AT	EAST SAINT LOUIS, IL 62205

BILL DATE	Sep 24, 2010
-----------	--------------

TOTAL AMOUNT DUE BY	Oct 8, 2010	\$1,786.97
AMOUNT PAYABLE AFTER DUE DATE		\$1,786.97

SERVICE	TOTAL USAGE	READ
ELECTRIC KWH	5670.0	A

Total Electric Charges	\$632.52
Current Amount Due	\$632.52
Prior Amount Due	\$1,154.45
Total Amount Due	\$1,786.97

USE PER DAY	ELECTRIC KWH	GAS THERMS	TEMP
THIS PERIOD	298.4	0.0	72
SAME PERIOD LAST YEAR	282.1	0.0	68

*** IMPORTANT INFORMATION ***

*** FINAL BILL ***

This bill includes a previous balance. If this amount has been paid, please accept our thanks and pay only the current charge.

Harvest season is one of the busiest times of year for farmers - and among the most dangerous. Before taking to the fields, farm workers should be aware of overhead power lines and keep equipment and extensions far away from them.

DIRECT PAY MAKES PAYING BILLS EASIER - For an easy way to pay your bill, consider Direct Pay. The payment comes directly from your designated bank account on the due date of your bill. To enroll, go to Ameren.com and click on View Payment Options, or call 1-800-232-2477 to request an enrollment form.

You can pay this bill using a MasterCard or VISA Credit or Debit card. Call SPEEDPAY at 1-866-729-2477 or set up a recurring credit or debit card payment at www.ameren.com. A convenience fee applies.



P.O. Box 66875
St. Louis, MO 63166
1-800-232-2477
www.ameren.com



ACCOUNT NUMBER	8116
NAME	LARGE APPAREL OF MO
SERVICE AT	2516 STATE EAST SAINT LOUIS, IL 62205

BILL DATE	Sep 24, 2010
-----------	--------------

TOTAL AMOUNT DUE BY	Oct 8, 2010	\$1,786.97
AMOUNT PAYABLE AFTER DUE DATE		\$1,786.97

TYPE OF READING	METER NUMBER	SERVICE FROM	NO. TO DAYS	METER READING PREVIOUS	METER READING PRESENT	READING DIFFERENCE	METER MULTIPLIER	THERM FACTOR	USAGE	R D
Total kWh	98019138	09/02-09/21	19	22714.0000	23281.0000	567.0000	10.0000		5670.0000A	
		Service To				SUMMARY		Service To		
Total kWh		09/21/2010		5670.0000	Summer kWh				09/21/2010	5670.0000

ELECTRIC SERVICE BILLING DETAIL

DS - Small General Service (DS-2)		Service From		09/02/2010	to		09/21/2010	
Customer Charge				\$13.06				
Meter Charge				\$4.59				
Distribution Deliv Chg Summer	5,670.00 kWh	@	\$.02585000	\$146.57				
Electric Environmental Adj	5,670.00 kWh	@	\$.00152970	\$8.67				
Rider EDR Charge	5,670.00 kWh	@	\$.00100735	\$5.71				
Total Delivery Service Amount							\$178.60	
Electric Supply (BGS-2)		Service From		09/02/2010	to		09/21/2010	
Purch Elec Summer	1,266.00 kWh	@	\$.07136000	\$90.34				
Purch Elec Summer	4,404.00 kWh	@	\$.07136000	\$314.27				
Purchased Electric Adj	5,670.00 kWh	@	- .00294000	-\$16.67				
Rider PER Supply Cost Adj	5,670.00 kWh	@	\$.00094000	\$5.33				
Transmission Service Charge	5,670.00 kWh	@	\$.00303000	\$17.18				
Total Supply Amount							\$410.45	
Taxes		Service From		09/02/2010	to		09/21/2010	
East St Louis Municipal Charge				\$17.85				
Illinois State Electricity Excise Tax				\$18.31				
Electric Distribution Tax				\$7.31				
Total Tax Related Charges							\$43.47	
Total Electric Charges								\$632.52
Current Month Charges								\$632.52



P.O. Box 66875
St. Louis, MO 63166
1-800-232-2477
www.ameren.com

U.S. BANKRUPTCY COURT
DISTRICT OF DELAWARE
CASE NO. 10-13005
AM 10:41

September 30, 2010



David D Bird
Bankruptcy Clerk
U.S. Bankruptcy Court
824 Market St, Third Floor
Wilmington, DE 19801

RE: Urban Brands, Inc.
Case No. 10-13005

Dear Mr. Bird:

We are enclosing our Proof of Claim in connection with a bill of \$1,786.97 on the books of AmerenCIPS against the above-mentioned bankruptcy.

Please acknowledge receipt of claim by returning duplicate copy with authorized stamp. A business reply envelope is enclosed for your convenience.

Sincerely,

Carroll Millburg
Carroll Millburg
AmerenCIPS Credit & Collections

Enclosure