


UNITED STATES BANKRUPTCY COURT <u>For The</u> DISTRICT OF <u>Delaware</u>		<b>PROOF OF CLAIM</b>
Name of Debtor <b>Urban Brands, Inc.</b>		Case Number <b>10-13005</b>
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): <b>Ameren UE</b>		<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 checked="" 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: <b>RECEIVED</b> <b>Ameren UE</b> P. O. Box 66881 - Mail Code 310 Saint Louis, MO. 63166 <b>OCT 07 2010</b> Telephone number: <b>BMC GROUP</b>		THIS SPACE IS FOR COURT USE ONLY
Account or other number by which creditor identifies debtor: <b>4121, 4119, 7113, 7004, &amp; 4123</b>		Check here <input type="checkbox"/> replaces a previously filed claim, dated: _____ <input type="checkbox"/> amends
<b>1. Basis for Claim</b> <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 <u>Utility Service</u> <input type="checkbox"/> Retiree benefits as defined in 11 U.S.C. § 1114(a) <input type="checkbox"/> Wages, salaries, and compensation (fill out below) Your SS #: _____ Unpaid compensation for services performed from _____ to _____ (date) (date)		
<b>2. Date debt was incurred:</b>		<b>3. If court judgment, date obtained:</b>
<b>4. Total Amount of Claim at Time Case Filed:</b> \$ <u>6,526.82</u> If all or part of your claim is secured or entitled to priority, also complete Item 5 or 6 below. <input type="checkbox"/> Check this box if claim includes interest or other charges in addition to the principal amount of the claim. Attach itemized statement of all interest or additional charges.		
<b>5. Secured Claim.</b> <input type="checkbox"/> Check this box if your claim is secured by collateral (including a right of setoff). Brief Description of Collateral: <input type="checkbox"/> Real Estate <input type="checkbox"/> Motor Vehicle <input type="checkbox"/> Other _____ Value of Collateral: \$ _____ Amount of arrearage and other charges at time case filed included in secured claim, if any: \$ _____		<b>6. Unsecured Priority Claim.</b> <input type="checkbox"/> Check this box if you have an unsecured priority claim. Amount entitled to priority \$: _____ Specify the priority of the claim: <input type="checkbox"/> Wages, salaries, or commissions (up to \$4,650),* earned within 90 days before filing of the bankruptcy petition or cessation of the debtor's business, whichever is earlier - 11 U.S.C. § 507(a)(3). <input type="checkbox"/> Contributions to an employee benefit plan - 11 U.S.C. § 507(a)(4). <input type="checkbox"/> Up to \$2,100* of deposits toward purchase, lease, or rental of property or services for personal, family, or household use - 11 U.S.C. § 507(a)(6). <input type="checkbox"/> Alimony, maintenance, or support owed to a spouse, former spouse, or child - 11 U.S.C. § 507(a)(7). <input type="checkbox"/> Taxes or penalties owed to governmental units - 11 U.S.C. § 507(a)(8). <input type="checkbox"/> Other - Specify applicable paragraph of 11 U.S.C. § 507(a)(____). <small>*Amounts are subject to adjustment on 4/1/04 and every 3 years thereafter with respect to cases commenced on or after the date of adjustment.</small>
<b>7. Credits:</b> The amount of all payments on this claim has been credited and deducted for the purpose of making this proof of claim. <b>8. Supporting Documents:</b> Attach copies of supporting documents, such as promissory notes, purchase orders, invoices, itemized statements of running accounts, contracts, court judgments, mortgages, security agreements, and evidence of perfection of lien. DO NOT SEND ORIGINAL DOCUMENTS. If the documents are not available, explain. If the documents are voluminous, attach a summary. <b>9. Date-Stamped Copy:</b> To receive an acknowledgment of the filing of your claim, enclose a stamped, self-addressed envelope and copy of this proof of claim.		THIS SPACE IS FOR COURT USE ONLY
Date <b>9/27/10</b>	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): <i>Shirley M. McHenry</i> Shirley M. McHenry - Credit Advisor	

CLERK  
 U.S. BANKRUPTCY COURT  
 DISTRICT OF DELAWARE  
 2010 OCT - 1 AM 10:26  
**FILED**  
 Urban Brands  
  
 00020

**BMC**

PRES RDG	PREV RDG	USE	READING	RATE	AMOUNT
27808	23363	4445	FINAL	2M 3PH	
38116	31723	6393	FINAL	2M 3PH	1,015.09
Rider FAC Adjustment					14.96
MO State Sales Tax					43.52
MO Local Sales Tax					43.94
St. Louis City Muni Chg					114.45
PRIOR BALANCE					1,377.70
<b>AMOUNT DUE ON 10/07</b>					<b>\$2,609.66</b>

99 -

18048 310

PRESORTED  
FIRST CLASS MAIL  
U.S. POSTAGE PAID  
AMEREN

Service at: 4167 LINDELL  
Service from 08/23 to 09/21/10 Days 29  
Acct. No. 25602-04121 Bill Date 09/27/2010

\*\*\* FINAL BILL \*\*\*

If the prior balance has been paid, pay current amount only.

RETURN THIS STUB WITH PAYMENT TO:  
AmeronUE  
P.O. BOX 66529  
ST. LOUIS, MO 63166-6529

ADDRESS SERVICE  
REQUESTED

LARGE APPAREL OF MO  
URBAN BRANDS INC  
C/O ACCOUNTS PAYABLE  
PO BOX 2518  
SECAUCUS, NJ 07096

Acct. No. 25602-04121

Amt Due \$2,609.66  
Due By 10/07  
Delinquent After 10/18

AmerenUE P.O. BOX 66529 ST. LOUIS, MO 63166-6529

PRES RDG	PREV RDG	USE	READING	RATE	AMOUNT
03348	02731	6170	FINAL	2M 3PH	439.49
					8.52
					18.93
					18.82
					44.31
					18.69
					1,246.17
<b>AMOUNT DUE ON 10/07</b>					<b>\$1,794.93</b>

99 -

18048 310

PRESORTED  
FIRST CLASS MAIL  
U.S. POSTAGE PAID  
AMEREN

Service at: 6940 OLIVE  
Service from 08/25 to 09/21/10 Days: 27  
Acct. No: 51252-14119 Bill Date 09/27/2010

Seasonal Use 18 KWH  
\*\*\* FINAL BILL \*\*\*

If the prior balance has been paid, pay current amount only.

RETURN THIS STUB WITH PAYMENT TO:  
AmerenUE  
P.O. BOX 66529  
ST. LOUIS, MO 63166-6529

ADDRESS SERVICE  
REQUESTED

ASHLEY-STEWART WOMENS  
APPAREL  
URBAN BRANDS INC  
C/O ACCOUNTS PAYABLE DEPT  
PO BOX 2518  
SECAUCUS, NJ 07096

Acct. No. 51252-14119

Amt Due \$1,794.93  
Due By 10/07  
Delinquent After 10/18

PRES RDG	PREV RDG	USE	READING	RATE	AMOUNT
00942	97331	3611	FINAL	2M 3PH	259.49
Rider FAC Adjustment					4.99
MO State Sales Tax					11.17
MO Local Sales Tax					11.11
Ferguson Muni Chg					16.88
PRIOR BALANCE					762.70
<b>AMOUNT DUE ON 10/06</b>					<b>\$1,066.34</b>

99 -

18048 310

PRESORTED  
FIRST CLASS MAIL  
U.S. POSTAGE PAID  
AMEREN

Service at: 10835 OLD HALLS FERRY RD  
STE B  
Service from 09/02 to 09/21/10 Days 19  
Acct. No: 21944-17113 Bill Date 09/24/2010

\*\*\* FINAL BILL \*\*\*

If the prior balance has been paid, pay current amount only.

RETURN THIS STUB WITH PAYMENT TO:  
AmerenUE  
P.O. BOX 66529  
ST. LOUIS, MO 63166-6529

ADDRESS SERVICE  
REQUESTED

URBAN BRANDS INC DBA  
ASHLEY STEWART #193  
URBAN BRANDS INC  
C/O ACCOUNTS PAYABLE DEPT  
PO BOX 2518  
SECAUCUS, NJ 07096

Acct. No. 21944-17113

Amt Due \$1,066.34  
Due By 10/06  
Delinquent After 10/15

AmerenUE P.O. BOX 66529 ST. LOUIS, MO 63166-6529

PRES RDG	PREV RDG	USE	READING	RATE	AMOUNT
81337	79611	1726	FINAL	2M 3PH	122.74
					2.38
					5.29
					5.26
					10.14
					887.97
<b>AMOUNT DUE ON 10/07</b>					<b>\$1,033.78</b>

99 -

18048 310

PRESORTED  
FIRST CLASS MAIL  
U.S. POSTAGE PAID  
AMEREN

Service at: 8025 W FLORISSANT AVE STE A  
 Service from 09/14 to 09/21/10 Days 7  
 Acct. No. 28981-67004 Bill Date 09/27/2010

\*\*\* FINAL BILL \*\*\*

If the prior balance has been paid, pay current amount only.

RETURN THIS STUB WITH PAYMENT TO:

AmerenUE  
P.O. BOX 66529  
ST. LOUIS, MO 63166-6529

ADDRESS SERVICE REQUESTED

LARGE APPAREL OF MO  
URBAN BRANDS INC  
C/O ACCOUNTS PAYABLE DEPT  
PO BOX 2518  
SECAUCUS, NJ 07096

Acct. No. 28981-67004

Amt Due: \$1,033.78  
 Due By: 10/07  
 Delinquent After: 10/18

PRES RDG	PREV RDG	USE	READING	RATE	AMOUNT	
13122	13122	0	FINAL	2M 1PH	9.02	
					MO State Sales Tax	.38
					MO Local Sales Tax	.38
					St. Louis City Muni Chg	1.00
					PRIOR BALANCE	11.33
<b>AMOUNT DUE ON 10/07</b>					<b>\$22.11</b>	

99 -

18048 310

PRESORTED  
FIRST CLASS MAIL  
U.S. POSTAGE PAID  
AMEREN

Service at: 4165 LINDELL  
Service from 08/23 to 09/21/10 Days 29  
Acct. No. 05602-04123 Bill Date 09/27/2010

\*\*\* FINAL BILL \*\*\*

If the prior balance has been paid, pay current amount only.

RETURN THIS STUB WITH PAYMENT TO:  
AmerenUE  
P.O. BOX 66529  
ST. LOUIS, MO 63166-6529

ADDRESS SERVICE  
REQUESTED

LARGE APPAREL OF MO  
URBAN BRANDS INC  
C/O ACCOUNTS PAYABLE  
PO BOX 2518  
SECAUCUS, NJ 07096

Acct. No. 05602-04123

Amt Due	\$22.11
Due By	10/07
Delinquent After	10/18