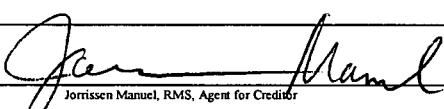



UNITED STATES BANKRUPTCY COURT DISTRICT OF Delaware (Delaware)		PROOF OF CLAIM
Name of Debtor: Urban Brands, Inc.		Case Number: 10-13005
NOTE: This form should not be used to make a claim for an administrative expense arising after the commencement of the case. A request for payment of a administrative 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): The Travelers Indemnity Company and It's Affiliates		<input type="checkbox"/> Check this box to indicate that this claim amends a previously filed claim.
Name and address where notices should be sent: The Travelers Indemnity Company and It's Affiliates c/o RMS Bankruptcy Recovery Services PO Box 5126 Timonium, Maryland 21094 Telephone number: (410) 773-4085		Court Claim Number: _____ (If known) Filed on: _____
Name and address where payment should be sent (if different from above): Same as above Telephone number:		<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. <input type="checkbox"/> Check this box if you are the debtor or trustee in this case.
<p style="text-align: center;">RECEIVED JAN 21 2011 BMC GROUP</p> <p>1. Amount of Claim as of Date Case Filed: \$ \$ 69,884.00</p> <p>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.</p> <p>If all or part of your claim is entitled to priority, complete item 5.</p> <p><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.</p>		<p>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.</p> <p>Specify the priority of the claim.</p> <p><input type="checkbox"/> Domestic support obligations under 11 U.S.C. §507(a)(1)(A) or (a)(1)(B).</p> <p><input type="checkbox"/> Wages, salaries, or commissions (up to \$10,950*) 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).</p> <p><input type="checkbox"/> Contributions to an employee benefit plan - 11 U.S.C. §507 (a)(5).</p> <p><input type="checkbox"/> Up to \$2,425* of deposits toward purchase, lease, or rental of property or services for personal, family, or household use - 11 U.S.C. §507 (a)(7).</p> <p>Taxes or penalties owed to governmental units - 11 U.S.C. §507 (a)(8).</p> <p><input type="checkbox"/> Other - Specify applicable paragraph of 11 U.S.C. §507 (a)().</p> <p style="text-align: center;">Amount entitled to priority: \$ _____</p> <p><small>*Amounts are subject to adjustment on 4/1/10 and every 3 years thereafter with respect to cases commenced on or after the date of adjustment.</small></p>
2. Basis for Claim: <u>Insurance</u> (See instruction #2 on reverse side.)		
3. Last four digits of any number by which creditor identifies debtor: 1441N7066		
3a. Debtor may have scheduled account as: _____ (See instruction #3a on reverse side.)		
<p>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.</p> <p>Nature of property or right of setoff: <input type="checkbox"/> Real Estate <input type="checkbox"/> Motor Vehicle <input type="checkbox"/> Other Describe:</p> <p>Value of Property: \$ _____ Annual Interest Rate _____ % Amount of arrearage and other charges as of time case filed included in secured claim, if any: \$ _____ Basis for perfection: _____</p> <p>Amount of Secured Claim: \$ _____ Amount Unsecured: \$ _____</p>		
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.		
Date: _____	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.	
1-6-11	 Jorissen Manuel, RMS, Agent for Creditor	Urban Brands  00558

BMC

Bankrupt Premium Breakdown

Policy Number	Total Premium	Policy Inception Date	End of Coverage Date	Bankruptcy Filing Date	Rate/Day	Unsecured Pre-Petition Days	Unsecured Pre-Petition Amount	Post Petition Days	Post Petition Amount	Amount Paid	Net Pre-Petition Exposure	Net Post-Petition Exposure
UB-6229C283	\$906,161.00	6/12/2010	6/12/2011	9/21/2010	2,482.63	101	\$ 250,745.92	264	\$ 655,415.08	\$671,871.35	\$ -	\$234,289.65
UB-6229C283	\$ 69,884.00	6/12/2009	6/12/2010	9/21/2010	191.46	365	\$ 69,884.00	0	\$ -		\$ 69,884.00	\$0.00
					0	0	0	0	0		0	0
					0	0	0	0	0		0	0
					0	0	0	0	0		0	0
Subtotal											\$69,884.00	\$ 234,289.65

Debtor Name	URBAN BRANDS, INC	Account Number	1441N7066
Case Number:	10-13005	Account Name	URBAN BRANDS, INC