

UNITED STATES BANKRUPTCY COURT DISTRICT OF MAINE

PROOF OF CLAIM

Name of Debtor: URBAN BRANDS

Case Number: 10-13048-11

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): WISCONSIN ELECTRIC POWER COMPANY DBA WE ENERGIES

Check this box to indicate that this claim amends a previously filed claim.

Name and address where notices should be sent: WE ENERGIES, 333 W EVERETT ST RM A130, MILWAUKEE WI 53203. Telephone number: (414) 221-3219

RECEIVED FEB 02 2011 BMC GROUP

Court Claim Number: (If known)

Filed on:

Name and address where payment should be sent (if different from above):

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:

Check this box if you are the debtor or trustee in this case.

1. Amount of Claim as of Date Case Filed: \$ 6,080.86

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.

If all or part of your claim is entitled to priority, complete item 5.

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.

Specify the priority of the claim.

2. Basis for Claim: SERV PREFORMED (See instruction #2 on reverse side.) # 5226032350

Domestic support obligations under 11 U.S.C. §507(a)(1)(A) or (a)(1)(B).

3. Last four digits of any number by which creditor identifies debtor:

3a. Debtor may have scheduled account as: (See instruction #3a on reverse side.)

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).

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.

Contributions to an employee benefit plan - 11 U.S.C. §507 (a)(5).

Nature of property or right of setoff: Real Estate Motor Vehicle Other Describe:

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:

Amount of Secured Claim: \$ Amount Unsecured: \$

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).

Taxes or penalties owed to governmental units - 11 U.S.C. §507 (a)(8).

6. Credits: The amount of all payments on this claim has been credited for the purpose of making this proof of claim.

Other - Specify applicable paragraph of 11 U.S.C. §507 (a)().

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.)

Amount entitled to priority:

\$

DO NOT SEND ORIGINAL DOCUMENTS. ATTACHED DOCUMENTS MAY BE DESTROYED AFTER SCANNING.

*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.

If the documents are not available, please explain:

Date: 01/31/2011

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.

FOR COURT USE ONLY Urban Brands 00712

Joe Castello

REPORT ID: BT001
 PGM ID : CURB1001

ACCOUNT ANALYSIS - FINANCIAL HISTORY REPORT

PROCESS DATE: 01/31/11 PAGE: 1
 RUN DATE: 01/31/11 TIME: 12:01

WI ENERGIES
 8271 W BROWN DEER RD MILWAUKEE, WI 53223
 LARGE APPAREL OF WISCONSIN INC
 MAILING: PO BOX 2518 SECAUCUS, NJ 07096
 ACCT ON SERVICE: 2002-09-18 RATE: 034 - WI General Secondary Demand (CG2)

SUPP:

DATE	DESCRIPTION	GAS CH	ELECTRIC CH	STEAM CH	OTHER CH	STATE TAX	COUNTY TAX	TOTAL CHARGES	PAYMENTS	ACCT BALANCE
2010-11-11	Direct Transfer - To				278.87			278.87		6,080.86
2010-11-11	Direct Transfer - To				2,826.31			2,826.31		5,801.99
2010-11-09	Final Bill	0.85	1,355.25			66.88	8.03	1,431.01		2,975.68
2010-11-09	Cancelled Billing	75.39-				3.77-	0.45-	79.61-		1,544.67
2010-11-09	Cancelled Billing		1,356.78-			66.92-	8.03-	1,431.73-		1,624.28
2010-11-09	Cancelled Billing		996.86-			48.92-	5.87-	1,051.65-		3,056.01
2010-10-21	Bill	75.39	996.86			52.69	6.32	1,131.26		4,107.66
2010-10-21	Late Payment Charge				29.47			29.47		2,976.40
2010-09-22	Bill	87.98	1,356.78			71.32	8.56	1,524.64		2,946.93
2010-09-22	Late Payment Charge				14.08			14.08		1,422.29
2010-08-23	Bill	35.57	1,298.94			65.81	7.89	1,408.21		1,408.21
TOTALS		124.40	2,654.19		3,148.73	137.09	16.45	6,080.86		



We Energies
231 W. Michigan St.
Milwaukee, WI 53203
www.we-energies.com

US Bankruptcy Court Clerk

January 31, 2011

RE: Filing Claim for Wisconsin Electric Power Company

Case No. 10-13048-11

Name: URBAN BRANDS

Enclosed find an original and copy of the claim of Wisconsin Electric Power Company in this bankruptcy matter.

Please file this claim and return the copy to our office in the enclosed postage-paid envelope with your acknowledgment of receipt indicated thereon.

Sincerely,

A handwritten signature in cursive script that reads "J. Castillo".

Jill Castillo
Bankruptcy Coordinator

Enclosure