IN THE UNITED STATES BANKRUPTCY COURT FOR THE DISTRICT OF DELAWARE

In re:)	Chapter 11
Urban Brands, Inc., <u>et</u> <u>al.</u> , ¹)	Case No. 10-13005 (KJC)
Debtors.)	Jointly Administered
)	

NOTICE OF COMMENCEMENT OF CHAPTER 11 BANKRUPTCY CASES, MEETING OF CREDITORS AND FIXING OF CERTAIN DATES

On September 21, 2010, the debtors and debtors-in-possession in the above-captioned cases (collectively, the "<u>Debtors</u>") each filed a voluntary petition for relief under chapter 11 of title 11 of the United States Code, 11 U.S.C. §§ 101-1532, (as amended, the "<u>Bankruptcy Code</u>"). The Debtors, and their respective addresses, case numbers, and federal tax identification numbers are as follows:

<u>DEBTOR</u> (Other names, if any, used by the Debtor in the last six years)	<u>ADDRESS</u>	CASE NO.	<u>EID #</u>
Urban Brands, Inc	100 Metro Way, Secaucus, New Jersey 07094	10-13005 (KJC)	51-0373678
100% Girls Ltd.	100 Metro Way, Secaucus, New Jersey 07094	10-13022 (KJC)	22-3614150
100% Girls of Georgia, Inc.	100 Metro Way, Secaucus, New Jersey 07094	10-13009 (KJC)	22-3614159

¹ The Debtors in these cases, along with the last four digits of the federal tax identification number for each of the Debtors, are Urban Brands, Inc. (3678), 100% Girls Ltd. (4150), 100% Girls of Georgia, Inc. (4159), 100% Girls of New York, Inc. (2149), 100 Percent Girls of New Jersey, Inc. (4167), A.S. Interactive, Inc. (3472), Ashley Stewart Ltd. (4541), Ashley Stewart Apparel Corporation (4049), Ashley Stewart Clothing Company, Inc. (4051), Ashley Stewart Management Co., Inc. (4053), Ashley Stewart Woman Ltd. (4152), ASIL 6, Inc. (3996), ASNJ 10, Inc. (4004), Carraizo Alto Apparel Corporation (4651), Church Street Retail, Inc. (5954), Kid Spot Ltd. (2585), Kidspot of Delaware, Inc. (2596), Kidspot of Illinois, Inc. (2606), Kidspot of Michigan, Inc. (2603), Kidspot of New Jersey, Inc. (2601), Kidspot of Ohio, Inc. (4705), Kidspot of Pennsylvania, Inc. (2599), Kidspot of Texas, Inc. (3809), Large Apparel of Alabama, Inc. (0624), Large Apparel of California, Inc. (2129), Large Apparel of Connecticut, Inc. (5161), Large Apparel of District of Columbia, Inc. (8613), Large Apparel of Florida, Inc. (2209), Large Apparel of Georgia, Inc. (3894), Large Apparel of Illinois, Inc. (4650), Large Apparel of Indiana, Inc. (4055), Large Apparel of Louisiana, Inc. (3790), Large Apparel of Maryland, Inc. (5158), Large Apparel of Michigan, Inc. (9420), Large Apparel of Mississippi, Inc. (5913), Large Apparel of Missouri, Inc. (2135), Large Apparel of New Jersey, Inc. (5157), Large Apparel of New York, Inc. (5956), Large Apparel of North Carolina, Inc. (8611), Large Apparel of Ohio, Inc. (3815), Large Apparel of Pennsylvania, Inc. (4057), Large Apparel of South Carolina, Inc. (2029), Large Apparel of Tennessee, Inc. (3895), Large Apparel of Texas, Inc. (3787), Large Apparel of Virginia, Inc. (2809), Large Apparel of Wisconsin, Inc. (3898), Marianne Ltd. (3940), Marianne USPR, Inc. (2193), Marianne VI, Inc. (2206), Metro Apparel of Kentucky, Inc. (7533), Metro Apparel of Massachusetts, Inc. (1367), The Essence of Body & Soul, Ltd. (4165), Urban Acquisition Corporation of New Jersey, Inc. (2976), Urban Acquisition Corporation of New York, Inc. (4103), and Urban Brands TM Holding Co. (5909). The Debtors' corporate offices are located at 100 Metro Way, Secaucus, New Jersey 07094.

100% Girls of New York, Inc.	100 Metro Way, Secaucus, New Jersey 07094	10-13012 (KJC)	22-3572149
100 Percent Girls of New Jersey, Inc.	100 Metro Way, Secaucus, New Jersey 07094	10-13034 (KJC)	22-3614167
A.S. Interactive, Inc.	100 Metro Way, Secaucus, New Jersey 07094	10-13015 (KJC)	26-1793472
Ashley Stewart Ltd.	100 Metro Way, Secaucus, New Jersey 07094	10-13027 (KJC)	13-3614541
Ashley Stewart Apparel Corporation	100 Metro Way, Secaucus, New Jersey 07094	10-13057 (KJC)	22-3494049
Ashley Stewart Clothing Company, Inc.	100 Metro Way, Secaucus, New Jersey 07094	10-13016 (KJC)	22-3494051
Ashley Stewart Management Co., Inc.	100 Metro Way, Secaucus, New Jersey 07094	10-13006 (KJC)	22-3494053
Ashley Stewart Woman Ltd.	100 Metro Way, Secaucus, New Jersey 07094	10-13021 (KJC)	22-3614152
ASIL 6, Inc.	100 Metro Way, Secaucus, New Jersey 07094	10-13004 (KJC)	22-3493996
ASNJ 10, Inc.	100 Metro Way, Secaucus, New Jersey 07094	10-13056 (KJC)	22-3494004
Carraizo Alto Apparel Corporation	100 Metro Way, Secaucus, New Jersey 07094	10-13007 (KJC)	22-2234651
Church Street Retail, Inc.	100 Metro Way, Secaucus, New Jersey 07094	10-13040 (KJC)	13-3665954
Kid Spot Ltd.	100 Metro Way, Secaucus, New Jersey 07094	10-13024 (KJC)	22-3612585
Kidspot of Delaware, Inc.	100 Metro Way, Secaucus, New Jersey 07094	10-13008(KJC)	22-3612596
Kidspot of Illinois, Inc.	100 Metro Way, Secaucus, New Jersey 07094	10-13033 (KJC)	22-3612606
Kidspot of Michigan, Inc.	100 Metro Way, Secaucus, New Jersey 07094	10-13053 (KJC)	22-3612603
Kidspot of New Jersey, Inc.	100 Metro Way, Secaucus, New Jersey 07094	10-13020 (KJC)	22-3612601
Kidspot of Ohio, Inc.	100 Metro Way, Secaucus, New Jersey 07094	10-13051 (KJC)	22-3664705
Kidspot of Pennsylvania, Inc.	100 Metro Way, Secaucus, New Jersey 07094	10-13028 (KJC)	22-3612599
Kidspot of Texas, Inc.	100 Metro Way, Secaucus, New Jersey 07094	10-13047 (KJC)	22-3623809
Large Apparel of Alabama, Inc.	100 Metro Way, Secaucus, New Jersey 07094	10-13031 (KJC)	22-3760624
Large Apparel of California, Inc.	100 Metro Way, Secaucus, New Jersey 07094	10-13032 (KJC)	22-3592129
Large Apparel of Connecticut, Inc.	100 Metro Way, Secaucus, New Jersey 07094	10-13035 (KJC)	13-3695161
Large Apparel of District of Columbia, Inc.	100 Metro Way, Secaucus, New Jersey 07094	10-13011 (KJC)	22-3528613
Large Apparel of Florida, Inc.	100 Metro Way, Secaucus, New Jersey 07094	10-13026 (KJC)	22-3622209
Large Apparel of Georgia, Inc.	100 Metro Way, Secaucus, New Jersey 07094	10-13038 (KJC)	22-3523894

Large Apparel of Illinois, Inc.	100 Metro Way, Secaucus, New Jersey 07094	10-13017 (KJC)	13-3774650
Large Apparel of Indiana, Inc.	100 Metro Way, Secaucus, New Jersey 07094	10-13019 (KJC)	22-3494055
Large Apparel of Louisiana, Inc.	100 Metro Way, Secaucus, New Jersey 07094	10-13014 (KJC)	22-3623790
Large Apparel of Maryland, Inc.	100 Metro Way, Secaucus, New Jersey 07094	10-13018 (KJC)	13-3695158
Large Apparel of Michigan, Inc.	100 Metro Way, Secaucus, New Jersey 07094	10-13013 (KJC)	13-3819420
Large Apparel of Mississippi, Inc.	100 Metro Way, Secaucus, New Jersey 07094	10-13023 (KJC)	22-3735913
Large Apparel of Missouri, Inc.	100 Metro Way, Secaucus, New Jersey 07094	10-13042 (KJC)	22-3592135
Large Apparel of New Jersey, Inc.	100 Metro Way, Secaucus, New Jersey 07094	10-13041 (KJC)	13-3695157
Large Apparel of New York, Inc.	100 Metro Way, Secaucus, New Jersey 07094	10-13049 (KJC)	13-3665956
Large Apparel of North Carolina, Inc.	100 Metro Way, Secaucus, New Jersey 07094	10-13029 (KJC)	22-3528611
Large Apparel of Ohio, Inc.	100 Metro Way, Secaucus, New Jersey 07094	10-13036 (KJC)	22-3503815
Large Apparel of Pennsylvania, Inc.	100 Metro Way, Secaucus, New Jersey 07094	10-13044 (KJC)	22-3494057
Large Apparel of South Carolina, Inc.	100 Metro Way, Secaucus, New Jersey 07094	10-13037 (KJC)	27-0002029
Large Apparel of Tennessee, Inc.	100 Metro Way, Secaucus, New Jersey 07094	10-13039 (KJC)	22-3523895
Large Apparel of Texas, Inc.	100 Metro Way, Secaucus, New Jersey 07094	10-13043 (KJC)	22-3623787
Large Apparel of Virginia, Inc.	100 Metro Way, Secaucus, New Jersey 07094	10-13045 (KJC)	13-3732809
Large Apparel of Wisconsin, Inc.	100 Metro Way, Secaucus, New Jersey 07094	10-13048 (KJC)	22-3523898
Marianne Ltd.	100 Metro Way, Secaucus, New Jersey 07094	10-13058 (KJC)	22-3623940
Marianne USPR, Inc.	100 Metro Way, Secaucus, New Jersey 07094	10-13030 (KJC)	22-3622193
Marianne VI, Inc.	100 Metro Way, Secaucus, New Jersey 07094	10-13025 (KJC)	22-3622206
Metro Apparel of Kentucky, Inc.	100 Metro Way, Secaucus, New Jersey 07094	10-13050 (KJC)	55-0907533
Metro Apparel of Massachusetts, Inc.	100 Metro Way, Secaucus, New Jersey 07094	10-13055 (KJC)	14-1981367
The Essence of Body & Soul, Ltd.	100 Metro Way, Secaucus, New Jersey 07094	10-13010 (KJC)	22-3614165
Urban Acquisition Corporation of New Jersey, Inc.	100 Metro Way, Secaucus, New Jersey 07094	10-13052 (KJC)	22-3642976
Urban Acquisition Corporation of New York, Inc.	100 Metro Way, Secaucus, New Jersey 07094	10-13054 (KJC)	22-3724103
Urban Brands TM Holding Co.	100 Metro Way, Secaucus, New Jersey 07094	10-13046 (KJC)	22-3735909

DATE, TIME AND LOCATION OF MEETING OF CREDITORS. In accordance with section 341 of the Bankruptcy Code, a meeting of the Debtors' creditors will be conducted on October 25, 2010 at 2:00 p.m. (Eastern Daylight Time) at the J. Caleb Boggs Federal Building, 844 King Street, 2nd Floor, Room 2112, Wilmington, Delaware 19801.

DEADLINE TO FILE A PROOF OF CLAIM. Notice of a deadline will be sent at a later time.

NAME, ADDRESS AND TELEPHONE NUMBER OF TRUSTEE. None appointed to date.

PROPOSED COUNSEL FOR THE DEBTORS.

Mark D. Collins, Esq.
Michael J. Merchant, Esq.
Paul N. Heath, Esq.
RICHARDS, LAYTON & FINGER, P.A.
920 North King Street
Wilmington, Delaware 19801
Telephone: (302) 651-7700
Facsimile: (302) 651-7701

<u>COMMENCEMENT OF CASES</u>. Petitions for reorganization under chapter 11 of the Bankruptcy Code have been filed in this Court by the Debtors, and orders for relief have been entered. You will not receive notice of all documents filed in these cases. All documents filed with the Court, including lists of the Debtors' property and debts, will be available for inspection at the Office of the Clerk of the Bankruptcy Court. In addition, such documents may be available at www.deb.uscourts.gov. Please note that a PACER password is needed to access the Court's website.

<u>PURPOSE OF CHAPTER 11 FILING</u>. Chapter 11 of the Bankruptcy Code enables a debtor to reorganize pursuant to a plan. A plan is not effective unless approved by the Court at a confirmation hearing. Creditors will be given notice concerning any plan, or in the event the cases are dismissed or converted to another chapter of the Bankruptcy Code. The Debtors will remain in possession of their property and will continue to operate their business unless a trustee is appointed.

CREDITORS MAY NOT TAKE CERTAIN ACTIONS. A creditor is anyone to whom a debtor owes money or property. Under the Bankruptcy Code, a debtor is granted certain protection against creditors. Common examples of prohibited actions by creditors are contacting a debtor to demand repayment, taking action against a debtor to collect money owed to creditors or to take property of a debtor, and starting or continuing foreclosure actions or repossessions. If unauthorized actions are taken by a creditor against a debtor, the Court may penalize that creditor. A creditor who is considering taking action against a debtor or the property of a debtor should review section 362 of the Bankruptcy Code and seek legal advice. The staff of the Clerk of the Bankruptcy Court is not permitted to give legal advice.

MEETING OF CREDITORS. The Debtors' representative, as specified in Rule 9001(5) of the Federal Rules of Bankruptcy Procedure (the "Bankruptcy Rules"), is required to appear at the meeting of creditors on the date and at the place set forth above for the purpose of being examined under oath. Attendance by creditors at the meeting is welcomed, but not required. At the meeting, the creditors may examine the Debtors' representative and transact such other business as may properly come before the meeting. The meeting may be continued or adjourned from time to time by notice at the meeting, without further written notice to the creditors.

PROOF OF CLAIM. Schedules of creditors will be filed pursuant to Bankruptcy Rule 1007. Any creditor holding a scheduled claim which is not listed as disputed, contingent, or unliquidated as to amount may, but is not required to, file a proof of claim in these cases. Creditors whose claims are not scheduled or whose claims are listed as disputed, contingent, or unliquidated as to amount and who desire to participate in these cases or share in any distribution must file their proofs of claim. A creditor who desires to rely on the schedule of creditors has the responsibility for determining that the claim is listed accurately. Separate notice of the deadlines to file proofs of claim and proof of claim forms will be provided to the Debtors' known creditors. Proof of claim forms also are available in the clerk's office of any bankruptcy court. Proof of claim forms also are available from the Court's web site at www.deb.uscourts.gov. BMC Group, Inc. is the claims agent in these cases and can provide a proof of claim form if you cannot obtain one from your local bankruptcy court. BMC Group, Inc. can be reached as follows:

CLAIMS AGENCY.

BMC Group, Inc.

Attn: Urban Brands Claims Processing

18750 Lake Drive East Chanhassen, MN 55317 Telephone: (888) 909-0100

http://www.bmcgroup.com/urbanbrands

<u>DISCHARGE OF DEBTS</u>. Confirmation of a chapter 11 plan may result in a discharge of debts, which may include all or part of your debt. See Bankruptcy Code § 1141(d). A discharge means that you may never try to collect the debt from the debtors, except as provided in the plan.

Dated: October 1, 2010

For the Court: /s/ David D. Bird

Clerk of the Bankruptcy Court