

UNITED STATES BANKRUPTCY COURT  
FOR THE DISTRICT OF DELAWARE

*In re* : Chapter 11  
:   
Urban Brands, Inc., :   
a Delaware Corporation, *et al.*, : Jointly Administered  
:   
Debtors-in-Possession : Case Number 10-13005-KJC

**CONSUMER PRIVACY OMBUDSMAN’S ACKNOWLEDGMENT  
OF PRIVACY OBLIGATIONS UNDER §332(c)**

I, **Alan Chapell**, acknowledge that section 332(c) of the Bankruptcy Code requires that I do not disclose any “personally identifiable information” which I obtain during my appointment as a consumer privacy ombudsman pursuant to section 332(a) of the Code. Furthermore, I acknowledge my duty to safeguard and ultimately properly dispose of such personally identifiable information that comes into my possession. The term “personally identifiable information” is defined in section 101(41A) of the Code as follows:

(41A) The term "personally identifiable information" means –

- (A) if provided by an individual to the debtor in connection with obtaining a product or a service from the debtor primarily for personal, family, or household purposes--
  - (i) the first name (or initial) and last name of such individual, whether given at birth or time of adoption, or resulting from a lawful change of name;
  - (ii) the geographical address of a physical place of residence of such individual;
  - (iii) an electronic address (including an e-mail address) of such individual;

- (iv) a telephone number dedicated to contacting such individual at such physical place of residence;
  - (v) a social security account number issued to such individual; or
  - (vi) the account number of a credit card issued to such individual; or
- (B) if identified in connection with 1 or more of the items of information specified in subparagraph (A)--
- (i) a birth date, the number of a certificate of birth or adoption, or a place of birth; or
  - (ii) any other information concerning an identified individual that, if disclosed, will result in contacting or identifying such individual physically or electronically.

Alex Chapek  
**Name of Consumer Privacy Ombudsman**

Alex Chapek  
**Signature of Consumer Privacy Ombudsman**

Date: October 13, 2010