IN THE UNITED STATES BANKRUPTCY COURT
FOR THE DISTRICT OF DELAWARE

In re:	Chapter 11
URBAN BRANDS, INC.,	Case No. 10-13005 (KJC)
et al.,	
Debtors.	

NOTICE OF APPEARANCE AND REQUEST

PLEASE TAKE NOTICE that pursuant to Section 1109(b) of the Bankruptcy Code, Thor Cheltenham Mall L.P., Thor Eastpoint Mall, LLC, Thor Gallery at Military Circle, LLC and Thor Gallery at South Dekalb, LLC, by their attorneys, Matalon ♦ Shweky ♦ Elman PLLC, hereby appear in the above captioned case and request that notice of all matters arising therein and all papers and other documents filed including, but not limited to, orders, reports, pleadings, motions, applications, disclosure statements, plans and answering and reply papers, and all notices required by Bankruptcy Rule 2002, be served upon the undersigned attorney at the following address:

Matalon ♦ Shweky ♦ Elman PLLC
450 Seventh Avenue, 33rd Floor
New York, New York 10123
(212) 244-9000
nycourts@trial-lawyer.org

Dated: October 18, 2010

MATALON ♦ SHWEKY ♦ ELMAN PLLC

By: /s/
Joseph Lee Matalon
450 Seventh Avenue, 33rd Floor
New York, New York 10123
(212) 244-9000

CERTIFICATE OF SERVICE

TO:

Clerk
U.S. Bankruptcy Court
3rd Floor-824 North Market Street
Wilmington, Delaware 19801

Mark D. Collins, Esq.
Richards Layton & Finger
One Rodney Square
PO Box 551
Wilmington, Delaware 19899

United States Trustee
844 King Street Room 2207
Wilmington, Delaware 19899-0035

The undersigned affirms that a copy of the foregoing Notice of Appearance and Request was served upon the above-named at the above address via regular United States mail, postage prepaid, on the 18th day of October, 2010.

/s/
Joseph Lee Matalon