

UNITED STATES BANKRUPTCY COURT  
DISTRICT OF DELAWARE

In re:

iMedia Brands, Inc., *et al.*,<sup>1</sup>

Debtors.

Chapter 11

Case No. 23-10852 (KBO)

(Jointly Administered)

**NOTICE OF DATES BY WHICH PARTIES  
MUST FILE PROOFS OF CLAIM AND REQUESTS FOR  
PAYMENT AND PROCEDURES FOR FILING PROOFS OF CLAIM,  
INCLUDING CLAIMS UNDER 11 U.S.C. § 503(B)(9) AGAINST THE DEBTORS**

**PLEASE TAKE NOTICE** that on June 28, 2023 (the “Petition Date”), iMedia Brands, Inc. and its affiliated debtors and debtors in possession (collectively, the “Debtors”) in the above-captioned chapter 11 cases (the “Chapter 11 Cases”) filed a voluntary petition for relief under chapter 11 of title 11 of the United States Code, 11 U.S.C. §§ 101-1532 (the “Bankruptcy Code”) in the United States Bankruptcy Court for the District of Delaware (the “Court”).

**PLEASE TAKE FURTHER NOTICE** that on August 14, 2023, the Debtors filed the *Debtors’ Motion for Entry of an Order (I) Establishing Deadlines to File Proofs of Claim and Requests for Payment and Procedures Related Thereto; and (II) Granting Related Relief* [Docket No. 452] (the “Bar Date Motion”) with the Court. On September 5, 2023, the Court entered an order approving the Bar Date Motion [Docket No. 512] (the “Bar Date Order”) and establishing certain dates (each, a “Bar Date,” and collectively, the “Bar Dates”) by which parties holding claims against the Debtors arising prior to the Petition Date, including claims arising under section 503(b)(9) of the Bankruptcy Code must file proofs of claim (“Proofs of Claim” and each a “Proof of Claim”) or requests for payment (“Requests for Payment” and each a “Request for Payment”) against the Debtors. Each date is expressly set forth below.

<sup>1</sup> The Debtors in these Chapter 11 Cases, along with the last four digits of each Debtor’s federal tax identification number are: ValueVision Media Acquisitions, Inc. (8670); iMedia Brands, Inc. (3770); ValueVision Interactive, Inc. (8730); Portal Acquisition Company (3403); VVI Fulfillment Center, Inc. (5552); ValueVision Retail Inc. (2155); JWH Acquisition Company (3109); PW Acquisition Company, LLC (0154); EP Properties, LLC (3951); FL Acquisition Company (3026); Norwell Television, LLC (6011); and 867 Grand Avenue, LLC (2642). The Debtors’ service address is 6740 Shady Oak Road, Eden Prairie, MN 55344-3433.

**YOU ARE RECEIVING THIS NOTICE BECAUSE YOU MAY BE HOLDING A CLAIM AGAINST ONE OR MORE OF THE DEBTORS IN THE ABOVE-CAPTIONED CHAPTER 11 CASES. THEREFORE, YOU SHOULD READ THIS NOTICE CAREFULLY AND DISCUSS IT WITH YOUR ATTORNEY. IF YOU DO NOT HAVE AN ATTORNEY, YOU MAY WISH TO CONSULT ONE.**

**BACKGROUND TO THE DEBTORS' CHAPTER 11 CASES**

- A. **General Information About the Debtors' Cases.** The Debtors' cases are being jointly administered under case number 23-10852 (KBO). No request for the appointment of a trustee or examiner has been made in these Chapter 11 Cases.<sup>2</sup>
- B. **Individual Debtor Information.** The Debtors' service address is 6740 Shady Oak Road, Eden Prairie, MN 55344-3433. The table below lists the respective case numbers for each Debtor:

DEBTOR	CASE NO.
iMedia Brands, Inc.	23-10852 (KBO)
ValueVision Media Acquisitions, Inc.	23-10851 (KBO)
ValueVision Interactive, Inc.	23-10853 (KBO)
Portal Acquisition Company	23-10854 (KBO)
VVI Fulfillment Center, Inc.	23-10855 (KBO)
ValueVision Retail Inc.	23-10856 (KBO)
JWH Acquisition Company	23-10857 (KBO)
PW Acquisition Company, LLC	23-10858 (KBO)
EP Properties, LLC	23-10859 (KBO)
FL Acquisition Company	23-10860 (KBO)
Norwell Television, LLC	23-10861 (KBO)
867 Grand Avenue, LLC	23-10862 (KBO)

- C. **Access to Proof of Claim Forms and Additional Information.** If you have any questions regarding the claims processing and/or if you wish to obtain a copy of the Bar Date Motion, Bar Date Order, proof of claim form ("Proof of Claim Form"), or related documents (and/or

<sup>2</sup> Except as otherwise defined herein, in the Bar Date Motion, or in the Bar Date Order, all terms used herein that are specifically defined in the Bankruptcy Code shall have the meanings ascribed to such terms in the Bankruptcy Code. In particular, as used herein: (a) the term "claim" has the meaning given to it in section 101(5) of the Bankruptcy Code; (b) the term "entity" has the meaning given to it in section 101(15) of the Bankruptcy Code; (c) the term "governmental unit" has the meaning given to it in section 101(27) of the Bankruptcy Code; and (d) the term "person" has the meaning given to it in section 101(41) of the Bankruptcy Code.

any other pleadings filed in the Debtors' Chapter 11 Cases) you may do so by: (i) visiting the website of the Debtors' notice and claims agent, Stretto, Inc. ("Stretto") at: <https://cases.stretto.com/iMediaBrands>, (ii) calling Stretto at (855) 794-3801 (US & Canada toll free) or +1 (949) 340-0398 (International), or (iii) inquiring via email at [iMediaInquiries@stretto.com](mailto:iMediaInquiries@stretto.com). Please note that Stretto **cannot** advise you on how to file, or whether you should file, a proof of claim (a "Proof of Claim").

### **Schedules of Assets and Liabilities**

On August 10, 2023, each of the Debtors filed their statement of financial affairs and schedules of assets and liabilities with the Court (collectively, the "Schedules"). The Debtors' Schedules and the Bar Date Order is also available and free of charge on Stretto's website at <https://cases.stretto.com/iMediaBrands>.

### **Bar Dates Approved by the Court**

The Court has established the following Bar Dates as those dates by which parties holding claims against the Debtors that arose (or that are deemed to have arisen) before June 28, 2023 must file Proofs of Claim so that they are **actually received** by Stretto:

#### **General Bar Date:**

**October 13, 2023 at 4:00 p.m. prevailing Eastern Time**, is the date by which all entities (which includes individual persons, estates, trust, partnerships, and corporations, among others (but not Governmental Units)) must file Proofs of Claim, including claims under section 503(b)(9) of the Bankruptcy Code.

#### **Governmental Bar Date:**

**December 26, 2023 at 4:00 p.m. prevailing Eastern Time**, is the date by which all Governmental Units holding claims (whether secured, unsecured priority, or unsecured non-priority) must file Proofs of Claim, including claims for unpaid taxes, whether such claims arise from prepetition tax years or periods, or prepetition transactions to which any of the Debtors were a party, and Requests for Payment, as applicable.

#### **Administrative Claims Bar Date:**

**October 13, 2023 at 4:00 p.m. prevailing Eastern Time**, is the date by all entities (including individuals, partnerships, corporations, joint ventures, trusts, but not including Governmental Units) must file with the Court and serve on the Debtors Requests for Payment for administrative claims pursuant to section 503 of the Bankruptcy Code arising between the Petition Date (as defined below) and August 31, 2023 (the "Administrative Claims Deadline"), excluding (i) claims for

professional fees and expenses in these proceedings; (ii) claims arising under section 503(b)(9) of the Bankruptcy Code against any of the Debtors; and (iii) claims for which Governmental Units are exempt from filing Requests for Payment pursuant to section 503(b)(1)(D) of the Bankruptcy Code (the “Administrative Claims”), against any of the Debtors.

### **Parties Required to File Claims Forms**

- A. Definition of Claim.** Under section 101(5) of the Bankruptcy Code and as used herein, the word “claim” means: (i) a right to payment, whether or not such right is reduced to judgment, liquidated, unliquidated, fixed, contingent, matured, unmatured, disputed, undisputed, legal, equitable, secured, or unsecured; or (ii) a right to an equitable remedy for breach of performance if such breach gives rise to a right to payment, whether or not such right to an equitable remedy is reduced to judgment, fixed, contingent, matured, unmatured, disputed, undisputed, secured, or unsecured.
- B. Parties Who Must File Proofs of Claim or Requests for Payment.** Except as otherwise set forth herein, any person or entity that holds General Claims or Governmental Claims against the Debtors that arose (or are deemed to have arisen) before the Petition Date must file Proofs of Claim on or before the applicable Bar Date, including requests for payment under section 503(b)(9) of the Bankruptcy Code. All other administrative claims under section 503(b) of the Bankruptcy Code must be made by filing separate Requests for Payment in accordance with section 503(a) of the Bankruptcy Code and the Bar Date Order and shall not be deemed proper if made by Proof of Claim.
- C. Parties Who Do Not Need to File Proof of Claim Forms.** Certain parties are not required to file Proofs of Claim. The Court may, however, enter one or more separate orders at a later time requiring holders of claims to file Proofs of Claim for some kinds of the following claims and setting related deadlines. If the Court does enter such an order, you will receive notice of it. The following persons or entities holding claims that would otherwise be subject to the applicable Bar Date need **not** file Proofs of Claim:
- (a) any person or entity that has already filed a Proof of Claim against the Debtors in the above-captioned cases in a form substantially similar to Official Form 410 so long as the claimant does not wish to assert such Claim against a Debtor who was not named in the original Claim, in which case another Proof of Claim must be filed;
  - (b) any person or entity whose claim is listed on the Schedules; provided, that (i) the Claim is not listed on the Schedules as “disputed,” “contingent,” or “unliquidated,” (ii) the person or entity does not disagree with the amount, nature, or priority of the Claim as set forth in the Schedules, and (iii) the person or entity does not dispute that the Claim is an obligation of the specific Debtor against which the claim is listed in the Schedules;

- (c) any holder of a Claim that heretofore has been allowed by order of this Court;
- (d) any holder of a Claim that has been paid in full by any of the Debtors;
- (e) any holder of a Claim for which different specific deadlines have previously been fixed by the Court prior to entry of the Bar Date Order;
- (f) any Claim by a Debtor against another Debtor;
- (g) any person or entity that holds an equity security interest in the Debtors, which interest exclusively is based upon the ownership of common or preferred stock, membership interests, partnership interests, or warrants, options, or rights to purchase, sell, or subscribe to such a security or interest; *provided*, that if any such holder asserts a General Claim (as opposed to an ownership interest) against a Debtor (including a claim relating to an equity interest or the purchase or sale of such equity interest), a Proof of Claim must be filed on or before the applicable Bar Date pursuant to the Procedures;
- (h) with respect to any Claim, any person or entity who is not required to file a Proof of Claim pursuant to the *Interim Order (I) Authorizing the Debtors to (A) Obtain Post-Petition Financing, (B) Grant Liens and Superpriority Administrative Expense Claims to Post-Petition Lenders and (C) Utilize Cash Collateral, (II) Providing Adequate Protection to Pre-Petition Secured Parties, (III) Modifying the Automatic Stay, (IV) Granting Related Relief, Pursuant to 11 U.S.C. Sections 105, 361, 362, 363, 364, 503, 506, 507 and 552, and (V) Scheduling a Final Hearing Pursuant to Bankruptcy Rule 4001 and Local Rule 4001-2* [Docket No. 116];
- (i) any party that is exempt from filing a Proof of Claim pursuant to an order of this Court in these Chapter 11 Cases;
- (j) the Office of the United States Trustee for any claim for quarterly fees;
- (k) any holder of an Administrative Claim for professional fees and expenses in these proceedings;
- (l) any holder of an Administrative Claim for which Governmental Units are exempt from filing Requests for Payment pursuant to section 503(b)(1)(D) of the Bankruptcy Code; and
- (m) any holder of a Claim allowable under section 503(b) and 507(a)(2) of the Bankruptcy Code as an administrative expense that arises after the Administrative Claims Deadline.

**INSTRUCTIONS FOR FILING PROOF OF CLAIM OR REQUEST FOR PAYMENT**

- A. Contents of Proof of Claim.** Each Proof of Claim must: (i) be written in English; (ii) include a claim amount denominated in United States dollars (and to the extent such claim is converted to United States dollars, the conversion rate used); (iii) conform substantially with Official Form 410; (iv) be signed by the holder of the claim or by an authorized agent of the holder of the claims; and (v) be an original Proof of Claim Form (photocopies or facsimiles will **not** be accepted).
- B. Contents of Request for Payment.** Each Request for Payment must: (i) be written in English; (ii) include a claim amount denominated in United States dollars (and to the extent such claim is converted to United States dollars, the conversion rate used); (iii) be signed by the holder of the claim or by an authorized agent of the holder of the claims; (iv) not include an objection deadline or be set for hearing; (v) specify by name and case number of the Debtor(s) against which the Claim is filed; and (vi) file with the Court in Case No. 23-10852 (KBO).
- C. Claims Against Multiple Debtors.** Except as otherwise provided by the Bar Date Order, each Proof of Claim and Request for Payment must state a claim against only one Debtor and clearly indicate the Debtor against which the claim is asserted. To the extent more than one Debtor is listed on the Proof of Claim or Request for Payment, such claim will be treated as if filed only against the first-listed Debtor. If a claimant files a Proof of Claim without identifying a Debtor, such Proof of Claim will be deemed as filed only against iMedia Brands, Inc.
- D. Supporting Documentation.** Each Proof of Claim and Request for Payment must include supporting documentation in accordance with Bankruptcy Rules 3001(c) and 3001(d) (or, if such documentation is voluminous, include a summary of such documentation) or an explanation as to why such documentation is not available; provided, however, that a Proof of Claim Form may only be filed without supporting documentation upon the prior written consent of the Debtors' counsel; provided further, however, that any creditor that received such written consent shall be required to transmit such writings to the Debtors' counsel upon request no later than fourteen (14) days from the date of such request.

- E. Timely Service for Proofs of Claim.** Each Proof of Claim must be filed, including supporting documentation, by United States mail or other hand delivery system, so as to be **actually received** by Stretto on or before the applicable Bar Date (or, where applicable, on or before any other Bar Dates set forth in the Bar Date Order) (i) via the electronic filing interface available at <https://cases.stretto.com/iMediaBrands/file-a-claim/>, or (ii) at the following address:

For First-Class Mail or Overnight Mail to:

**iMedia Brands, Inc., et al. Claims Processing  
c/o Stretto  
410 Exchange, Suite 100  
Irvine, CA 92602**

**PROOFS OF CLAIM SUBMITTED BY FACSIMILE OR ELECTRONIC MAIL  
WILL NOT BE ACCEPTED.**

- F. Timely Service for Administrative Claims.** Requests for Payment must be filed with the Court and served on the Debtors on or before the Administrative Claims Bar Date or Governmental Bar Date, as applicable.
- G. Receipt of Service.** Holders of Claims wishing to receive acknowledgement that their Proofs of Claim were received by Stretto must submit (i) a copy of the Proof of Claim, and (ii) a self-addressed, stamped envelope.

**CONSEQUENCES OF FAILING TO TIMELY FILE  
YOUR PROOF OF CLAIM OR REQUEST FOR PAYMENT**

Pursuant to the Bar Date Order and in accordance with Bankruptcy Rule 3003(c)(2), if you or any party or entity who is required, but fails, to file a Proof of Claim or Request for Payment in accordance with the Bar Date Order on or before the applicable Bar Date, please be advised that:

- **YOU WILL BE FOREVER BARRED FROM ASSERTING THAT CLAIM (OR FILING A PROOF OF CLAIM REQUEST FOR PAYMENT WITH RESPECT TO SUCH CLAIM);**
- **YOU WILL NOT RECEIVE ANY DISTRIBUTION IN THESE CHAPTER 11 CASES ON ACCOUNT OF THAT CLAIM; AND**
- **YOU WILL NOT BE ENTITLED TO ANY VOTE IN THESE CHAPTER 11 CASES ON ACCOUNT OF THAT CLAIM.**

### **Amendments to the Debtors' Schedules**

- A. Amendments to Schedules.** In the event that the Debtors amend their Schedules after the date of this notice, the Debtors will provide holders of claims that are affected by any such amendment notice of the amendment, and such parties will be given an opportunity to file Proofs of Claim before a new deadline that will be specified in that future notice.
- B. Amended Schedules Bar Date.** The Court has approved the later of (i) the Bar Date, or (ii) thirty (30) days from the date on which the Debtors provided notice of the amendment to the Schedules (or another time period as may be fixed by the Court) as the date by which holders of claims affected by the amendment must file Proofs of Claim with respect to such claim.

### **Parties to the Debtors' Leases and Executory Contracts**

- A. Rejection of Leases and Contracts.** The Bankruptcy Code provides that Debtors may, at any time before a plan of reorganization is confirmed by the Court, choose to reject certain executory contracts or unexpired leases. If your contract or lease is rejected, you may have a claim resulting from that rejection.
- B. Proofs of Claim Relating to Rejection Damages.** The deadline to file a Proof of Claim for damages relating to the rejection of the contract or lease is the alter of (a) the date set forth in an order authorizing the Debtors to reject contracts or leases pursuant to section 365 of the Bankruptcy Code (including any order confirming a plan of reorganization in the Debtors' Chapter 11 Cases), (b) the General Bar Date, and (c) thirty (30) days from the later of the date the rejection order is entered or notice of rejection is provided at 4:00 p.m. prevailing Eastern Time.

### **Reservation of Rights**

Nothing contained in this notice is intended to or should be construed as a waiver of the Debtors' rights to: (a) dispute, or assert offsets or defenses against, any filed claim or any claim listed or reflected in the Schedules as to the nature, amount, liability, or classification thereof; (b) subsequently designate any claim listed or reflected in the Schedules as disputed, contingent, or unliquidated; or (c) otherwise amend or supplement the Schedules.

Dated: September 8, 2023  
Wilmington, Delaware

**PACHULSKI STANG ZIEHL & JONES LLP**

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