

**IN THE UNITED STATES BANKRUPTCY COURT
FOR THE MIDDLE DISTRICT OF NORTH CAROLINA
DURHAM DIVISION**

| | | |
|---|---|------------------------|
| In re: |) | Chapter 11 |
| |) | |
| Advanced Sports Enterprises, Inc., <i>et al.</i> , ¹ |) | Case No. 18-80856 |
| |) | |
| |) | (Joint Administration) |
| |) | |
| Debtors. |) | |
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NOTICE OF LOCATION OF AUCTION SALE

Advanced Sports Enterprises, Inc. and certain of its affiliates, as debtors and debtors in possession (collectively, the "Debtors"), are seeking to sell their property and other related interests (the "Assets"). The Debtors will consider proposals to acquire some or all of the Assets through a sale under section 363 of the Bankruptcy Code. By order, dated December 7, 2018 (Doc. 205, the "Bidding Procedures Order"), the Bankruptcy Court approved certain "Bidding Procedures" that govern the sale(s) of, or other transaction(s) to acquire, the Assets by the highest and best bidders.

PLEASE TAKE NOTE OF THE FOLLOWING INFORMATION:

- **The Auction for the Assets will commence on January 15, 2019 at 10:00 a.m. (ET) at the Durham Convention Center, Junior Ballroom A, 301 West Morgan St., Durham, NC. The Convention Center is adjacent to the Durham Marriott City Center, 201 Foster St., Durham, NC.**
- Only Qualified Bidders, the Debtors and the Consultation Parties will be permitted to attend or participate in the Auction. Qualified Bidders may participate telephonically with the consent of the Debtors and the Consultation Parties.
- The Bankruptcy Court will conduct a hearing (the "Sale Hearing") to consider the proposed Sales on January 22, 2019 at 11:00 a.m. (ET), in Courtroom #1, U.S. Bankruptcy Court, 101 S. Edgeworth St., Greensboro, NC.

Any interested bidder should contact the Debtors' investment banker, DA Davidson & Co.: Mike Smith (Phone: (206) 903-8679; Email: msmith@dadco.com), and/or the

¹ The Debtors in this case, along with each Debtor's case number, are: (i) Advanced Sports Enterprises, Inc., Case No. 18-80856; (ii) Advanced Sports, Inc., Case No. 18-80857; (iii) Performance Direct, Inc., Case No. 18-80860; (iv) Bitech, Inc., Case No. 18-80858; and (v) Nashbar Direct, Inc., Case No. 18-80859. Each Debtor is a North Carolina Corporation.



Debtors' intellectual property consultant, Hilco Streambank: Richelle Kalnit, (Phone: (212) 993-7214; Email: rkalnit@hilcoglobal.com) for additional information.

Dated: January 3, 2019

Respectfully submitted,

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