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 and Debtors in Possession*

**UNITED STATES BANKRUPTCY COURT
 SOUTHERN DISTRICT OF NEW YORK**

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In re	: Chapter 11
	: :
PACIFICCO INC., et al.,	: Case No. 23-10470 (PB)
	: :
Debtors.¹	: (Jointly Administered)
	: :
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**NOTICE OF COMBINED HEARING ON APRIL 24, 2023 ON
 CONFIRMATION OF FIRST AMENDED JOINT PREPACKAGED
 CHAPTER 11 PLAN OF PACIFICCO INC. AND ITS AFFILIATED DEBTORS**

PLEASE TAKE NOTICE THAT PacificCo Inc. and its affiliates in the above-captioned chapter 11 cases, as debtors and debtors in possession (collectively, the “**Debtors**”), hereby provide notice, in accordance with the *Supplemental Order (I) Approving Scheduling Modification for the Combined Hearing on Prepackaged Plan and Final Relief on First Day Motions; (II) Approving the Form and Manner of Notice Thereof; and (III) Granting Related Relief* (ECF No. 82), confirming that the combined hearing to consider compliance with disclosure

¹ The Debtors in these chapter 11 cases, along with the last four digits of each Debtor’s federal tax identification number, are: Catalina Marketing Corporation (9007); PacificCo Inc. (1563); PacificCo Intermediate Corp. (8394); PacificCo Acquisition Corp. (4852); Catalina Marketing Procurement, LLC (9333); Catalina Marketing Technology Solutions, Inc. (8728); Modiv Media, LLC (3507); Cellfire LLC (5599); Catalina Marketing Worldwide, LLC (9687); Catalina-Pacific Media, L.L.C. (3931); CMJ Investments L.L.C. (0561); Supermarkets Online, Inc. (6998); Supermarkets Online Holdings, Inc. (1736); Catalina Marketing Loyalty Holdings, Inc. (3746); and Catalina Digital Holdings, LLC (3488). The Debtors’ principal offices are located at 200 Carillon Parkway, Suite 200, St. Petersburg, FL 33716.



and solicitation requirements and confirmation of the Debtors' Prepackaged Plan (the "**Combined Hearing**") will take place on **April 24, 2023 at 10:00 a.m. (Prevailing Eastern Time)** before the Honorable Philip Bentley, United States Bankruptcy Judge for the United States Bankruptcy Court for the Southern District of New York.

PLEASE TAKE FURTHER NOTICE that, in accordance with General Order M-543 dated March 20, 2020, the Combined Hearing will be conducted using Zoom for Government for audio and video purposes. Parties should not appear in person and those wishing to appear or participate at the Hearing (whether "live" or "listen only") must make an electronic appearance through the Electronic Appearance Portal located on the Court's website (<https://ecf.nysb.uscourts.gov/cgi-bin/nysbAppearances.pl>) by no later than 4:00 p.m. (Prevailing Eastern Time) on April 21, 2023. Failure to register by the specified deadline will result in the party not being admitted to the Combined Hearing. The Bankruptcy Court will circulate the Zoom link to such persons by email after 4:00 p.m. (Prevailing Eastern Time) on April 21, 2023. Parties are strictly forbidden from circulating or sharing the Zoom link.

Dated: April 19, 2023
New York, New York

/s/ Gary T. Holtzer
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