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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 FILING OF AMENDED PLAN SUPPLEMENT
 IN CONNECTION WITH FIRST AMENDED JOINT PREPACKAGED
 CHAPTER 11 PLAN OF PACIFICCO INC. AND ITS AFFILIATED DEBTORS**

PLEASE TAKE NOTICE THAT:

1. On March 28, 2023, PacificCo Inc. and its debtor affiliates in the above-captioned chapter 11 cases, as debtors and debtors in possession (collectively, the “**Debtors**”) each commenced a voluntary case under chapter 11 of title 11 of the United States

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.



Code (the “**Bankruptcy Code**”) in the United States Bankruptcy Court for the Southern District of New York (the “**Bankruptcy Court**”).

2. On March 28, 2023, the Debtors filed the *Joint Prepackaged Chapter 11 Plan of PacificCo Inc. and Its Affiliated Debtors* [ECF No. 19] (including any exhibits and schedules thereto, the “**Initial Plan**”).

3. On April 7, 2023, the Debtors filed the *First Amended Joint Prepackaged Chapter 11 Plan of PacificCo Inc. and Its Affiliated Debtors* [ECF No. 73] (including any exhibits and schedules thereto and as may be modified, amended, or supplemented, the “**Plan**”),² which contained certain non-material modifications to the Initial Plan.

4. On April 10, 2023, the Debtors filed the *Notice of Filing Plan Supplement in Connection with First Amended Joint Prepackaged Chapter 11 Plan of PacificCo Inc. and Its Affiliated Debtors* [ECF No. 78] (including any exhibits and schedules thereto and as may be modified, amended, or supplemented, the “**Plan Supplement**”), which included the *New Board Slate* attached thereto as Exhibit B (the “**Initial New Board Slate**”).

5. In accordance with the Plan, the Debtors hereby file a revised New Board Slate (the “**Revised New Board Slate**”) amending Exhibit B filed with the Plan Supplement.

6. Annexed hereto as Exhibit 1 is a redline of the Revised New Board Slate marked against the Initial New Board Slate.

7. **The documents contained in this Plan Supplement are integral to, and are considered part of, the Plan.**

² Capitalized terms used but not otherwise defined herein shall have the meanings ascribed to such terms in the Plan.

8. These documents have not yet been approved by the Bankruptcy Court. If the Plan is confirmed, the documents contained in this Plan Supplement will be approved by the Bankruptcy Court pursuant to the Confirmation Order.

9. The Plan Supplement documents attached hereto remain subject to (a) further review, negotiations, and modifications, and (b) final documentation in a manner consistent with the Plan. The Debtors reserve all rights to amend, modify, or supplement the Plan Supplement, and any of the documents contained therein, in accordance with the terms of the Plan. If material amendments or modifications are made to any of these documents, the Debtors will file a redline with the Bankruptcy Court marked to reflect the same.

10. Copies of the exhibits contained in this Plan Supplement, and all documents filed in these chapter 11 cases, including the Plan and Disclosure Statement, are available free of charge by visiting <https://kccllc.net/catalina>. You may also obtain copies of the pleadings by visiting the Court's website at <https://ecf.nysb.uscourts.gov> in accordance with the procedures and fees set forth therein.

Dated: April 25, 2023
New York, New York

/s/ Gary T. Holtzer
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Exhibit B

Revised New Board Slate

Directors and Officers of Reorganized Catalina Parent

The directors of Reorganized Catalina Parent have been chosen in accordance with section 5.7(a) of the Plan. Upon the Effective Date, the New Board shall consist of five (5) directors. The identity of the designated directors and their respective biographies and affiliations are set forth below. The officers of Reorganized Catalina Parent shall include: Wayne Powers (Chief Executive Officer), Michael Huffmaster (Chief Financial Officer, Treasurer), David Glogoff (Chief Legal & Administrative Officer, Secretary), and Cynthia Hoffman (Assistant Secretary).

Directors of Reorganized Debtors

1. Wayne Powers – Chief Executive Officer of Reorganized Catalina Parent
2. David Eisenberg – Chief Strategy Officer, Liveramp Holdings Inc.
3. Mike Iaccarino – CEO and Chairman of Data Axle;
4. Matt Pietroforte – Managing Director & Senior Analyst at Mudrick Capital Management, L.P; and
5. Laurence Raven – Managing Director at Alcentra Limited

Designated Director Bios

- **Wayne Powers:** Mr. Powers serves as Catalina’s President and Chief Executive Officer. Mr. Powers previously served as President of Valassis, a leader in intelligent media delivery, and President of Gravity4, a multi-channel marketing services platform that enabled marketers to engage with targeted consumers throughout their purchase journey. Mr. Powers previously served in executive roles at Parade Media Group, Yahoo!, and Time Media Group.
- **David Eisenberg:** Mr. Eisenberg is Chief Strategy Officer at LiveRamp, a software-as-a-service (SaaS) company that provides the identity platform for powering exceptional experiences. Prior to LiveRamp, Mr. Eisenberg led Strategy and Corporate Development at Acxiom and before that at BzzAgent. In addition, David served as head of international corporate development for Rakuten Group. He joined the board of directors of PacificCo Inc. in 2019.
- **Mike Iaccarino:** Mr. Iaccarino serves as the Chief Executive Officer and Chairman of Data Axle. Prior to joining Data Axle, Mr. Iaccarino served as the President and CEO of Mobile Messenger from 2009 to 2011, and served as CEO of Epsilon from 2001 to 2009. Since 2017, Mr. Iaccarino has served as Chairman of the Board and Executive Committee at Tenerity, previously known as cxLoyalty, a travel loyalty platform acquired by JPMorgan Chase.
- **Matt Pietroforte:** Mr. Pietroforte is a Managing Director & Senior Analyst at Mudrick Capital Management, L.P. Prior to joining Mudrick Capital Management, L.P., Mr. Pietroforte was a Principal at Davidson Kempner Capital Management, and an investment banker at Centerview Partners and Miller Buckfire.
- **Laurence Raven:** Mr. Raven joined Alcentra in September 2008 and is a Portfolio Manager. Prior to joining Alcentra, Mr. Raven worked as an analyst for a proprietary investment group at Merrill Lynch.

Exhibit 1

Redline

Directors and Officers of Reorganized Catalina Parent

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Directors of Reorganized Debtors

1. Wayne Powers – Chief Executive Officer of Reorganized Catalina Parent
2. David Eisenberg – Chief Strategy Officer, Liveramp Holdings Inc.
3. [Mike Iaccarino – CEO and Chairman of Data Axle;](#)
~~3. Jason Mudrick – founder and Chief Investment Officer of Mudrick Capital Management, L.P.;~~
4. Matt Pietroforte – Managing Director & Senior Analyst at Mudrick Capital Management, L.P; and
5. Laurence Raven – Managing Director at Alcentra Limited

Designated Director Bios

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~~**Jason Mudrick:** Mr. Mudrick is the founder and Chief Investment Officer of Mudrick Capital Management, L.P., an investment firm that specializes in long and short investments in special situation credits. Mr. Mudrick previously served as a Managing Director and Portfolio Manager at Contrarian Capital Management.~~

Mike Iaccarino: Mr. Iaccarino serves as the Chief Executive Officer and Chairman of Data Axle. Prior to joining Data Axle, Mr. Iaccarino served as the President and CEO of Mobile Messenger from 2009 to 2011, and served as CEO of Epsilon from 2001 to 2009. Since 2017, Mr. Iaccarino has served as Chairman of the Board and Executive Committee at Tenergy, previously known as cxLoyalty, a travel loyalty platform acquired by JPMorgan Chase.

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