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and Debtors in Possession*

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

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<b>In re</b>	:	<b>Chapter 11</b>
	:	
<b>PACIFICCO INC., et al.,</b>	:	<b>Case No. 23-10470 (PB)</b>
	:	
<b>Debtors.<sup>1</sup></b>	:	<b>(Jointly Administered)</b>
	:	
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**NOTICE OF ENTRY OF ORDER CONFIRMING  
SECOND AMENDED JOINT PREPACKAGED CHAPTER 11 PLAN  
OF PACIFICCO, INC. AND ITS AFFILIATED DEBTORS**

**PLEASE TAKE NOTICE** that on March 29, 2023, PacificCo Inc. and its affiliated Debtors (the “**Debtors**”), as debtors and debtors in possession in the above-captioned chapter 11 cases, filed the *Joint Prepackaged Chapter 11 Plan of PacificCo Inc. and Its Affiliated Debtors* (ECF No. 19) (as amended on April 7, 2023 (ECF No. 73), and April 27, 2023 (ECF No. 141), and

<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: 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.



as may be further modified, amended, or supplemented from time to time, and together with all exhibits and schedules thereto, the “**Plan**”).

**PLEASE TAKE FURTHER NOTICE** that on April 28, 2023, the Honorable Philip Bentley, United States Bankruptcy Judge for the United States Bankruptcy Court for the Southern District of New York entered the *Findings of Fact, Conclusions of Law, and Order (I) Approving the Debtors’ (A) Disclosure Statement and (B) Solicitation of Votes and (II) Confirming the Second Amended Joint Prepackaged Chapter 11 Plan of PacificCo, Inc. and Its Affiliated Debtors* (ECF No. 157) (the “**Confirmation Order**”) confirming the Plan.

**PLEASE TAKE FURTHER NOTICE** that the Plan and the provisions thereof are binding on the Debtors, the Reorganized Debtors, any holder of a Claim against, or Interest in, the Debtors and such holder’s respective successors and assigns, whether or not the Claim or Interest of such holder is impaired under the Plan and whether or not such holder voted to accept the Plan.

*[Remainder of Page Intentionally Left Blank]*

**PLEASE TAKE FURTHER NOTICE** that copies of the Plan and all documents filed in these chapter 11 cases 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: May 2, 2023  
New York, New York

*/s/ Gary T. Holtzer*

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