

IN THE UNITED STATES BANKRUPTCY COURT
FOR THE DISTRICT OF DELAWARE

In re:)	Chapter 11
GOTTSCHALKS INC., a Delaware corporation, ¹)	Case No. 09-10157 (KJC)
Debtor.)	

NOTICE OF HEARING TO CONSIDER APPROVAL OF DISCLOSURE STATEMENT FOR DEBTOR'S CHAPTER 11 PLAN OF LIQUIDATION

PLEASE TAKE NOTICE OF THE FOLLOWING:

1. On December 3, 2009, the above-captioned debtor and debtor-in-possession (the "Debtor") filed: (a) the *Debtor's Chapter 11 Plan of Liquidation* (the "Plan"); and (b) the *Disclosure Statement for Debtor's Chapter 11 Plan of Liquidation* (the "Disclosure Statement") with the United States Bankruptcy Court for the District of Delaware, 824 North Market Street, Wilmington, Delaware 19801 (the "Bankruptcy Court"). Capitalized terms used but not defined herein shall have the meanings ascribed to them in the Disclosure Statement.

2. A hearing (the "Disclosure Statement Hearing") will be held before The Honorable Kevin J. Carey, United States Bankruptcy Judge, at the Bankruptcy Court on **January 20, 2010 at 10:00 a.m. (Eastern Standard Time)** to consider the entry of an order finding, among other things, that the Disclosure Statement contains "adequate information" within the meaning of section 1125 of the Bankruptcy Code and approving the Disclosure Statement.

3. In accordance with Rule 3017(a) of the Bankruptcy Rules, the Disclosure Statement and the Plan are available for viewing by accessing the Debtor's website at www.kcellc.net/gottschalks or by contacting the Debtor's claims and voting agent by writing to Kurtzman Carson Consultants LLC, 2335 Alaska Avenue, El Segundo, California 90245; or by calling 1-866-967-1784; or by sending an email to GottschalksInfo@kcellc.com.

4. Responses and objections, if any, to the approval of the Disclosure Statement or the other relief sought by the Plan proponents in connection with approval of the Disclosure Statement, must: (a) be in writing; (b) state the name and address of the objecting party and the nature of the claim or interest of such party; (c) state with particularity the basis and nature of any objection or response and include, where appropriate, proposed language to be inserted in the Disclosure Statement to resolve any such objection or response; and (d) be filed, together with proof of service, with the Bankruptcy Court and served **so as to be actually received on or before 4:00 p.m. (Eastern Standard Time) on January 13, 2010 by:** (i)

¹ The Debtor in this case, along with the last four digits of the federal tax identification number for the Debtor, is Gottschalks Inc. (9791). The Debtor's corporate offices are located at 7 River Park Place East, Fresno, California 93720.



counsel for the Debtors, O'Melveny & Myers LLP, 400 South Hope Street, Los Angeles, California 90071 (Attention: Stephen H. Warren, Esq. and Karen Rinehart, Esq.), and Richards, Layton & Finger, P.A., One Rodney Square, 920 King Street, Wilmington, Delaware 19801 (Attention: Michael J. Merchant, Esq. and Lee E. Kaufman, Esq.); (ii) counsel to the Official Committee of Unsecured Creditors, Cooley Godward Kronish LLP, The Grace Building, 1114 Avenue of the Americas, New York, New York 10036-7798 (Attention: Lawrence Gottlieb, Esq. and Michael Klein, Esq.), and Benesch Friedlander Copland & Aronoff, 222 Delaware Avenue, Suite 801, Wilmington, Delaware 19801 (Attention: Bradford J. Sandler, Esq.); and (iii) the Office of the United States Trustee, 844 King Street, Suite 2207, Lockbox 35, Wilmington, Delaware 19801 (Attention: David L. Buchbinder, Esq.)

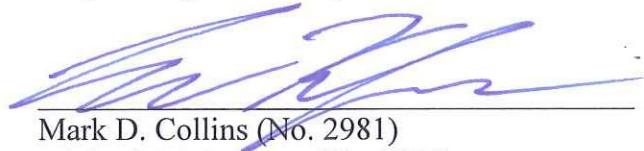
5. Upon approval of the Disclosure Statement by the Bankruptcy Court (the "Solicitation Commencement Date"), holders of claims against and interests in the Debtor who are entitled to vote on the Plan will receive the following (collectively, the "Solicitation Package"): (a) the Disclosure Statement, together with the Plan and other exhibits annexed thereto; (b) the order approving, among other things, the Disclosure Statement, excluding any exhibits annexed thereto; (c) the notice of the hearing to confirm the Plan (the "Confirmation Hearing Notice"); (d) the appropriate Ballot, together with a return envelope; and (e) such other materials as the Bankruptcy Court may direct or approve, including any supplemental solicitation materials that the Debtor may file with the Bankruptcy Court. Upon the Solicitation Commencement Date, holders of claims against and interests in the Debtor who are not entitled to vote on the Plan because such holders are deemed to accept the Plan shall receive the Solicitation Package except, instead of receiving a Ballot, such holders shall receive an appropriate notice of non-voting status. Further, upon the Solicitation Commencement Date, holders of claims against and interests in the Debtor who are not entitled to vote on the Plan because such holders are deemed to reject the Plan shall only receive (a) an appropriate notice of non-voting status and (b) the Confirmation Hearing Notice.

6. THIS NOTICE IS NOT A SOLICITATION OF VOTES TO ACCEPT OR REJECT THE PLAN. VOTES ON THE PLAN MAY NOT BE SOLICITED UNLESS AND UNTIL THE DISCLOSURE STATEMENT IS APPROVED BY AN ORDER OF THE BANKRUPTCY COURT.

7. The Disclosure Statement Hearing may be continued from time to time without further notice other than the announcement of the adjourned date(s) at the Disclosure Statement Hearing or any continued hearing.

Dated: December 8, 2009
Wilmington, Delaware

Respectfully submitted,



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