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**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 CONFIRMATION AND EFFECTIVE DATE OF SECOND AMENDED
 CHAPTER 11 PLAN OF PACIFICCO INC. AND ITS AFFILIATED DEBTORS**

PLEASE TAKE NOTICE that on April 28, 2023, the United States Bankruptcy Court for the Southern District of New York (the “**Bankruptcy Court**”) entered an order (ECF No. 157) (the “**Confirmation Order**”) confirming the *Second Amended Chapter 11 Plan of PacificCo Inc.*

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 Its Affiliated Debtors, dated April 27, 2023 (ECF No. 141) (the “**Plan**”) filed by PacificCo Inc. and Its affiliated debtors (collectively, the “**Debtors**”).²

PLEASE TAKE FURTHER NOTICE that the Effective Date of the Plan occurred on May 10, 2023, and as a result, the Plan has been substantially consummated.

PLEASE TAKE FURTHER NOTICE that the Confirmation Order, the Plan, and the Plan Supplement can be viewed free of charge by visiting the website maintained by the Debtors’ claims, noticing and solicitation agent, Kurtzman Carson Consultants, LLC. (“**KCC**”), at <http://www.kccllc.net/catalina>. Copies of all such documents may also be obtained by contacting KCC (i) by email at CatalinaInfo@kccllc.com, or (ii) by telephone at (888) 251-2764 (U.S./Canada) or (310) 751-2610 (International).

PLEASE TAKE FURTHER NOTICE that the Plan and the provisions thereof are binding on every holder of a Claim against or Interest in any of the Debtors, whether or not the Claim or Interest of such holder is impaired under the Plan and whether or not such holder accepted the Plan.

Dated: May 11, 2023
New York, New York

/s/ Gary T. Holtzer
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² Capitalized terms used but not otherwise defined herein shall have the meanings ascribed to such terms in the Plan.