

**IN THE UNITED STATES BANKRUPTCY COURT
FOR THE DISTRICT OF DELAWARE**

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In re:)	Chapter 11
)	
SEQUENTIAL BRANDS GROUP, INC., <i>et al.</i> , ¹)	Case No. 21-11194 (JTD)
)	
Debtors.)	(Jointly Administered)
)	
)	Hearing Date: January 11, 2022 at 1:00 p.m. (ET)
)	Obj. Deadline: January 4, 2022 at 4:00 p.m. (ET)
)	

NOTICE OF DISCLOSURE STATEMENT HEARING

PLEASE TAKE NOTICE OF THE FOLLOWING:

1. On August 31, 2021, Sequential Brands Group, Inc. and its affiliated debtors and debtors in possession (collectively, the “Debtors”) each commenced a case under chapter 11 of title 11 of the United States Code in the United States Bankruptcy Court for the District of Delaware (the “Bankruptcy Court”).

2. On December 7, 2021, the Debtors filed the *Motion of the Debtors for Entry of an Order (I) Approving Disclosure Statement, (II) Fixing Voting Record Date, (III) Scheduling Plan Confirmation Hearing and Approving Form and Manner of Related Notice and Objection Procedures, (IV) Approving Solicitation Packages and Procedures and Deadlines for Soliciting, Receiving, and Tabulating Votes on the Plan, and (V) Approving the Form of Ballot and Notice To Non-Voting Classes* (the “Disclosure Statement Motion”), together with the *Disclosure Statement for Joint Plan of Liquidation of Sequential Brands Group, Inc. and its Debtor Affiliates Pursuant to Chapter 11 of the Bankruptcy Code Submitted by the Debtors*, dated as of December 7, 2021 (together with all exhibits thereto, and as it may be amended, modified or supplemented, the “Disclosure Statement”) and *Joint Plan of Liquidation of Sequential Brands Group, Inc. and its Debtor Affiliates Pursuant to Chapter 11 of the Bankruptcy Code*, dated as of December 7, 2021 (together with all exhibits thereto, including, without limitation, the Plan Supplement, and as it may be amended, modified or supplemented, the “Plan”).²

3. ***Disclosure Statement Hearing.*** A hearing (the “Disclosure Statement Hearing”) will be held before the Honorable John T. Dorsey, United States Bankruptcy Judge, on **January 11, 2022 at 1:00 p.m. (Eastern Time)**, in Courtroom 5 of the United States Bankruptcy Court for the District of Delaware, 824 N. Market Street, 5th Floor, Wilmington, Delaware 19801, to consider approval of the Disclosure Statement, and for such other and further relief as may be just or proper. The Disclosure Statement Hearing may be continued by the Debtors from time to time without further notice to Holders of Claims or Interests

¹ The Debtors, along with the last four digits of each Debtor’s tax identification number, are: Sequential Brands Group, Inc. (2789), SQBG, Inc. (9546), Sequential Licensing, Inc. (7108), William Rast Licensing, LLC (4304), Heeling Sports Limited (0479), Brand Matter, LLC (1258), SBG FM, LLC (8013), Galaxy Brands LLC (9583), The Basketball Marketing Company, Inc. (7003), American Sporting Goods Corporation (1696), LNT Brands LLC (3923), Joe’s Holdings LLC (3085), Gaiam Brand Holdco, LLC (1581), Gaiam Americas, Inc. (8894), SBG-Gaiam Holdings, LLC (8923), SBG Universe Brands, LLC (4322), and GBT Promotions LLC (7003). The Debtors’ corporate headquarters and the mailing address for each Debtor is 105 E. 34th Street, #249, New York, NY 10016.

² All capitalized terms used but not otherwise defined herein shall have the meaning provided to them in the Plan.



or other parties in interest other than the announcement of the adjourned date(s) at the Disclosure Statement Hearing or any continued hearing or on the applicable hearing agenda or a notice filed with the Bankruptcy Court.

4. ***Deadline for Objections to Disclosure Statement.*** Objections, if any, to the adequacy of the Disclosure Statement or the relief sought in connection therewith must (a) be in writing; (b) state the name, address, and nature of the Claim or Interest of the objecting or responding party; (c) state with particularity the legal and factual basis and nature of any objection or response; and (d) be filed with the Bankruptcy Court, and served on the following parties so as to be actually received, **before 4:00 p.m. (Eastern Time) on January 4, 2022**: counsel to the Debtors, Gibson, Dunn & Crutcher LLP, 200 Park Avenue, New York, New York 10166, Attn: Scott J. Greenberg, Esq., Joshua K. Brody, Esq., and Jason Zachary Goldstein, Esq., and Pachulski Stang Ziehl & Jones LLP, 919 North Market Street, 17th Floor, P.O. Box 8705, Wilmington, DE 19899, Attn: Laura Davis Jones, Esq. and Timothy P. Cairns, Esq., and Richard L. Schepacarter, Esq. Office of the United States Trustee, 844 N. King Street, Room 2207, Lockbox 35, Wilmington DE, 19801; so as to be **ACTUALLY RECEIVED no later than January 4, 2022 at 4:00 p.m. (Eastern Time)**.

5. ***Copies of Documents.*** Copies of the Plan, the Disclosure Statement, and the Disclosure Statement Order are available for review by accessing <http://www.kccllc.net/sqbg>. In addition, copies of the Plan are available upon written request via first class mail to the Debtors' Claims and Balloting Agent at the Sequential Brands Group, Inc., *et al.* Balloting Center c/o KCC, 222 N. Pacific Coast Highway, Suite 300, El Segundo, CA 90245 or by calling the Claims and Balloting Agent at (866) 556-7696 (U.S./Canada) or (781) 575-2048 (International) or emailing the Claims and Balloting Agent at SequentialBrandsInfo@KCCLLC.com.

6. **THIS NOTICE IS NOT A SOLICITATION OF VOTES TO ACCEPT OR REJECT THE PLAN. VOTES ON THE PLAN WILL BE SOLICITED IF AND WHEN THE BANKRUPTCY COURT APPROVES THE DISCLOSURE STATEMENT.**

Dated: December 7, 2021
Wilmington, DE

PACHULSKI STANG ZIEHL & JONES LLP

/s/ Timothy P. Cairns

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