



The New York Times Company

620 8th Avenue
New York, NY 10018
nytimes.com

PROOF OF PUBLICATION

March 6, 2024

I, Larnyce Tabron, in my capacity as a Principal Clerk of the Publisher of The New York Times, a daily newspaper of general circulation printed and published in the City, County, and State of New York, hereby certify that the advertisement annexed hereto was published in the editions of The New York Times on the following date or dates, to wit on.

3/6/2024, NY & NATL, pg B3

Larnyce Tabron

JOHN MCGILL
Electronic Notary Public
Commonwealth of Virginia
Registration No. 8038092
My Commission Expires Dec 31, 2027

Digitally signed
by John McGill
Date: 2024.03.07
17:09:26 -05'00'

KIRKLAND & ELLIS LLP, KIRKLAND & ELLIS INTERNATIONAL LLP, Amy Satby, PC (pro hoc vice pending), 300 North LaSalle Street, Chicago, Illinois 60654, Telephone: (312) 862-2000, Facsimile: (312) 862-2000, amy.satby@kirkland.com -and- Matthew C. Egan, PC (pro hoc vice pending), Francis Pinter (pro hoc vice pending), Evan Swager (pro hoc vice pending), 601 Lexington Avenue, New York, New York 10022, Telephone: (212) 446-4800, Facsimile: (212) 446-4900, matthew.egan@kirkland.com, francis.pinter@kirkland.com, evan.swager@kirkland.com, Proposed Co-Counsel to the Debtors and Debtors in Possession -and- **COLE SCHOTZ P.C.**, Michael D. Sirota, Esq., Warren A. Rutledge, Esq., Erika A. Rudick, Esq., Jacob S. Frankel, Esq., Court Plaza North, 21 Main Street, Hackensack, New Jersey 07601, Telephone: (201) 489-3000, mrosenthal@schotz.com, wrosenthal@schotz.com, fsrudick@schotz.com, jfrankel@schotz.com, Proposed Co-Counsel to the Debtors and Debtors in Possession.

UNITED STATES BANKRUPTCY COURT
DISTRICT OF NEW JERSEY
In re: THRASIO HOLDINGS, Chapter 11
INC., et al., Case No. 24-11840 (CMG)
Debtors.¹ (Jointly Administrated)

NOTICE OF ENTRY OF AN ORDER ESTABLISHING A RECORD DATE FOR POTENTIAL NOTICE AND SELL-DOWN PROCEDURES FOR TRADING IN CERTAIN CLAIMS AGAINST THE DEBTORS' ESTATES TO: ALL ENTITIES (AS DEFINED BY SECTION 101(15) OF THE BANKRUPTCY CODE) THAT HOLD CLAIMS AGAINST THE DEBTORS.

PLEASE TAKE NOTICE that on February 28, 2024 (the "Filing Date"), the above-captioned debtors and debtors in possession (collectively, the "Debtors") filed a petition with the United States Bankruptcy Court for the District of New Jersey (the "Court") under chapter 11 of title 11 of the United States Code (the "Bankruptcy Code"). Subject to certain exceptions, section 362 of the Bankruptcy Code operates as a stay of any act to obtain possession of property of or from the Debtors' estates or to exercise control over property of or from the Debtors' estates.

PLEASE TAKE FURTHER NOTICE that on the Petition Date, the Debtors filed the Debtor's Motion for Entry of an Order Establishing a Record Date for Potential Notice and Sell-Down Procedures for Trading in Certain Claims Against the Debtors' Estates (Docket No. 77) (the "Motion").

PLEASE TAKE FURTHER NOTICE that on March 1, 2024, the Court entered the Order Establishing a Record Date for Potential Notice and Sell-Down Procedures for Trading in Certain Claims Against the Debtors' Estates (Docket No. 77) (the "Record Date Order"), establishing an effective date for potential notice and the Sell-Down Procedures for trading in certain claims against the Debtors' estates. The "Record Date" is the date that the Record Date Order was entered (i.e., March 1, 2024).

PLEASE TAKE FURTHER NOTICE that pursuant to the Record Date Order, claimholders and potential purchasers of claims against the Debtors are hereby notified that claimholders that acquire claims after the Record Date in an amount that would entitle them to receive more than 4.5 percent of the assets of the reorganized Debtors under the Debtors' plan of reorganization may be subject to a required sell-down of any claims purchased after the Record Date.

PLEASE TAKE FURTHER NOTICE that all persons or entities that acquired debt claims against the Debtors after the Record Date and currently hold or come to hold such claims in such an amount that the persons or entities holding such claims would be entitled to receive more than 4.5 percent of the equity of the reorganized Debtors under the Debtors' plan of reorganization shall be required to identify themselves to the Debtors after the Court's approval of a corresponding motion.

PLEASE TAKE FURTHER NOTICE that upon the request of any person or entity, the Debtors' proposed claims and notice agent, Kurtzman Carson Consultants LLC, will provide a copy of the Record Date Order in a reasonable amount of time. In addition, complete copies of the Motion and Record Date Order (including the exhibits attached thereto), are available via PACER on the Court's website at <https://www.usbajudicial.uscourts.gov> for free, or free of charge by accessing the Debtors' restructuring website at <https://www.klc.com/Thrasio>.

PLEASE TAKE FURTHER NOTICE that the entry of the Record Date Order shall in no way prejudice the rights of any party to oppose the entry of a Sell-Down Order on any grounds, and that all parties' rights are expressly preserved hereby.

PLEASE TAKE FURTHER NOTICE that the requirements set forth in this notice are in addition to the requirements of applicable law and do not occur cumulatively with them.

¹ The last four digits of Debtor Thrasio Holdings, Inc.'s tax identification number are 8327. A complete list of the Debtors in these Chapter 11 Cases and each debtor's tax identification number may be obtained on the website of the Debtors' proposed claims and notice agent at <https://www.klc.com/Thrasio>. The Debtors' service address for purposes of these chapter 11 Cases is 60 West Street, 3rd Floor, Walpole, MA 02081.

² Capitalized terms used but not otherwise defined herein have the meanings ascribed to them in the Motion or Record Date Order (as defined therein), as applicable.



2411840240308000000000015

