

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

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In re	:	Chapter 11
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PACIFICCO INC., <i>et al.</i> ,	:	Case No. 23-10470 (PB)
	:	
Debtors. <sup>1</sup>	:	(Jointly Administered)
	:	
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**ORDER DIRECTING TRANSFER OF ABOVE-CAPTIONED CASES TO THE UNITED STATES BANKRUPTCY COURT FOR THE DISTRICT OF DELAWARE**

**WHEREAS**, on March 28, 2023, the above-captioned debtors (collectively, the “Debtors”)<sup>2</sup> filed petitions for relief under title 11 of chapter 11 of the United States Code (the “Chapter 11 Cases”);

**WHEREAS**, on April 28, 2023, the Court entered its *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* (the “Confirmation Order”) [ECF No. 157];

**WHEREAS**, pursuant to paragraph 27 of the Confirmation Order, the Clerk of Court is directed to transfer these chapter 11 cases to the United States Bankruptcy Court for the District

<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.

<sup>2</sup> Capitalized terms used in this order (the “Order”) but not otherwise defined herein shall have the meanings ascribed to such terms in the Plan or as the context otherwise requires.



of Delaware upon the earlier of (i) the first business day following the Effective Date and  
(ii) June 15, 2023;

**WHEREAS**, on May 11, 2023, the Debtors filed a *Notice of Confirmation and Effective Date of Second Amended Chapter 11 Plan of PacificCo Inc. and its Affiliated Debtors* [ECF No. 173] stating that the Effective Date occurred on May 10, 2023.

**NOW, THEREFORE, IT IS HEREBY ORDERED THAT:**

The Clerk of Court is directed to transfer these Chapter 11 Cases to the United States Bankruptcy Court for the District of Delaware.

**IT IS SO ORDERED.**

Dated: New York, New York  
May 11, 2023

/s/ Philip Bentley

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**Honorable Philip Bentley**  
**United States Bankruptcy Judge**