

Beyond the Rack

March 28, 2016

TO: CREDITORS OF 7098961 CANADA INC. (FORMERLY BEYOND THE RACK ENTERPRISES INC.)

On March 24, 2016, the Company filed for protection pursuant to the *Companies' Creditors Arrangement Act* ("CCAA"). Pursuant to the order issued by the Quebec Superior Court (Commercial Division) (the "Initial Order"), Richter Advisory Group Inc. ("Richter") was appointed Monitor of the Company (the "Monitor").

We wish to inform you that the Company has secured an interim financing facility to maintain its operations during the restructuring period. In the interim, the Company will maintain its operations in the normal course.

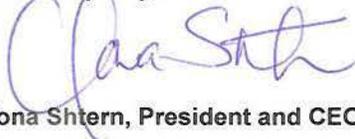
A copy of the Initial Order is available on the Monitor's website at <https://www.richter.ca/en/folder/insolvency-cases/0-9/7098961-canada-inc>.

Should you wish to receive a copy of the Initial Order by mail, please contact the Monitor's office at (514) 908-3796 / or toll free 1 (866) 585-9751 or by email at btr@richter.ca.

At present, creditors are not required to file a proof of claim. The Monitor will provide you with further information in due course.

Pursuant to the Initial Order, the payment of all amounts owing by the Company to its creditors as at the date of the Initial Order has been stayed. **The Company intends to pay for all goods and services provided to it after the filing, including the fulfillment of existing open orders.** A supplier outreach program will commence shortly and suppliers can communicate directly with the Company in order to make the necessary arrangements.

Yours very truly,



Yona Shtern, President and CEO

April 1, 2016

**TO THE CREDITORS OF 7098961 Canada Inc. (formerly Beyond The Rack Enterprises Inc.)
(the “Company”)**

Please take notice that on March 24, 2016, the Quebec Superior Court (sitting as Tribunal designated under the *Companies’ Creditors Arrangement Act* (“CCAA”)) issued an order granting the above-mentioned Company protection under the CCAA. Richter Advisory Group Inc. is the Court-Appointed Monitor during the period the Order is in force.

Please be advised that the Order granted by the Court stays all proceedings against the Company until and including April 22, 2016 and thereafter, to the extent necessary, an extension of the Order and Stay of Proceedings, will be sought. A copy of the Order can be obtained from the website of the Monitor or upon direct request to the latter at the coordinates mentioned below.

At present, creditors are not required to file a Proof of Claim. In due course, we will be forwarding to the creditors a Proof of Claim form together with the Plan of Arrangement yet to be filed by the Company, as well as convening a creditors’ meeting to vote on same.

For any further information, please do not hesitate to contact us at 1.866.585.9751 or visit our website at <https://www.richter.ca/en/folder/insolvency-cases/0-9/7098961-canada-inc>. Additional information, as it is available, will also be posted to our website.

Richter Advisory Group Inc.
Court-Appointed Monitor

T. 1-866.585.9751
BTR@richter.ca

Richter Groupe Conseil Inc.
Richter Advisory Group Inc.
1981 McGill College
Mtl (Qc) H3A 0G6
www.richter.ca

Montréal, Toronto

