

CANADA
PROVINCE OF QUÉBEC
DISTRICT OF MONTRÉAL
COURT NO.: 500-11-022070-037

SUPERIOR COURT
(Sitting as Tribunal designated under
the *Companies' Creditors*
Arrangement Act)

IN THE MATTER OF THE PLAN OF COMPROMISE AND ARRANGEMENT OF LES BOUTIQUES SAN FRANCISCO INCORPORÉES, LES AILES DE LA MODE INCORPORÉES AND LES ÉDITIONS SAN FRANCISCO INCORPORÉES companies duly constituted under the laws of Canada, having their head office at 50 de Lauzon Street, Boucherville, Québec, J4B 1E6

Debtors

NOTICE OF MEETING

Notice is hereby given that pursuant to the Initial Order rendered by the Superior Court of Québec on December 17, 2003 (as renewed, amended and extended), the Debtors have filed on June 7, 2004 a Plan of Compromise and Arrangement under the terms of the *Companies' Creditors Arrangement Act* (R.S.C. (1985), ch. C-36).

In this regard, the meeting of creditors of the Debtors to consider the Plan of Compromise and Arrangement, will be held on:

JULY 5, 2004 AT 9:30 A.M.
SHERATON CENTRE
ROOM A, LEVEL B
1201 RENÉ-LÉVESQUE BLVD. WEST
MONTRÉAL, QUÉBEC H3B 2L7

Attendance at the meeting will be restricted only to those creditors who have submitted their Proof of Claim to the Monitor prior to 5:00 p.m. EDST on June 30, 2004.

All creditors who have the right to vote during this meeting can accept the Plan of Compromise and Arrangement as is or as modified at the meeting. If the Plan of Compromise and Arrangement is accepted by the required majority and if it is ratified by the Court, it will be binding on affected creditors.

The Debtors, with the designated Monitor's consent, reserves its right to divulge or to keep secret the voting result of one or several class(es) until all the classes have completed voting.

The Proxy must be **remitted** to the Monitor before the beginning of the meeting. To facilitate the tabulation of the votes, you may return your Proxy and, as the case may be, your Voting Letter prior to the meeting. Facsimile and E-mail transmissions will be accepted. Documents should be forwarded to:

RSM Richter Inc., Monitor
22nd Floor
2 Place Alexis Nihon
Montréal QC H3Z 3C2
Telephone: (514) 934-3550
Facsimile: (514) 934-3551
E-mail: bsf@rsmrichter.com

DATED AT MONTRÉAL, this 14th day of June, 2004.

RSM RICHTER INC.
Monitor



Benoit Gingues, CA