

CANADA

PROVINCE OF QUEBEC
DISTRICT OF MONTREAL
No.: 500-11-050409-164

SUPERIOR COURT
(Commercial Division)

**IN THE MATTER OF THE AMENDED PLAN OF
COMPROMISE OF:**

**7098961 CANADA INC. (FORMERLY KNOWN AS
BEYOND THE RACK ENTERPRISES INC.)**

DEBTOR

- and -

RICHTER ADVISORY GROUP INC.

MONITOR

**NOTICE OF CUSTOMER CLAIM
AND OF THE CREDITORS' MEETING**

On March 24, 2016, the Quebec Superior Court (sitting as Tribunal designated under the Companies' Creditors Arrangement Act ("CCAA")) (the "**Court**") issued an order granting 7098961 Canada Inc. (formerly known as Beyond The Rack Enterprises Inc.) (the "**Debtor**") protection under the CCAA. Richter Advisory Group Inc. is the Court-Appointed Monitor during the period the Order is in force.

On May 24, 2016, an order was issued to approve the sale of substantially all the operating assets of the Debtor to 9721444 Canada Inc. (the "**Purchaser**") including its website BTR.com. The Purchaser has already informed Affected Customers (as defined below) that unfulfilled orders and store credits **dated prior to March 24, 2016** will not be fulfilled or honored.

On June 13, 2016, the Debtor has filed with the Court, an amended plan of compromise (the "**Amended Plan**").

If you are a customer having either an unfulfilled order or a store credit dated prior to March 24, 2016 and an amount is owing to you ("Affected Customer"), you are entitled to file a Customer Claim (as defined in the Amended Plan).

As stated in the Amended Plan, the Affected Customers have the following options for the full and final settlement, release and discharge of a Customer Claim:

- Option A: Payment of \$5.00 by cheque; or
- Option B: Store Credit of \$15.00 to be issued by the Purchaser.

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If you have an unfulfilled order or a store credit dated prior to March 24, 2016 and that an amount is owing to you, please refer to the following link if you wish to file a Customer Claim and select between Option A or Option B:

https://www.surveymonkey.com/r/Richter_BTR

The Claims Bar Date (as defined in the Amended C&M Procedure Order) for all Customer Claims is 5:00 p.m. (EST) on July 18, 2016. All Customer Claims must be completed online on or before the Claims Bar Date, failing which such Customer Claims will be barred and forever extinguished.

The Amended Plan and information relating to the CCAA proceedings are available on our website at the following link:

<http://www.richter.ca/en/folder/insolvency-cases/0-9/7098961-canada-inc>

Creditors who have submitted a Proof of Claim and proven their Claim in the manner and within the time specified in the Amended C&M Procedure Order are invited to attend the Meeting of Creditors of the Debtor being held on August 3, 2016 at 10:00 a.m. at 1981 McGill College Avenue, 11th Floor, Montréal QC H3A 0G6. At this meeting, these Creditors will be asked to consider and vote on the Amended Plan proposed by the Debtor pursuant to the *Companies' Creditors Arrangement Act*, whether in person or by proxy. If the Amended Plan is approved by the required majority of Affected Creditors, a further motion will be brought before the Court on August 5, 2016 seeking the sanction of the Amended Plan.

Affected Customers can vote on the Amended Plan at the following link:

https://www.surveymonkey.com/r/Richter_BTR

If you require further information or have any questions, please contact the BTR.com customer service team by emailing service@btr.com or by calling 1-877-733-4660 weekdays from 9:00 am until 6:00 pm.

For further information about their rights, customers are invited to communicate with their local consumer protection office or bureau, should you deem it necessary.