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6  
7 Bankruptcy Counsel for eStyle, Inc.,  
Debtor and Debtor in Possession

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9 **UNITED STATES BANKRUPTCY COURT**  
10 **CENTRAL DISTRICT OF CALIFORNIA, LOS ANGELES DIVISION**

11 In re

12 ESTYLE, INC., a Delaware corporation,  
13 dba babystyle, Cadeau, and Cadeau  
14 Designs,

15 Debtor.

16  
17  
18  
19 Tax Id # 95-4712564

Case No. 2:08-bk-13518-SB

Chapter 11

**NOTICE OF APPLICATION BY DEBTOR IN  
POSSESSION FOR APPROVAL OF  
EMPLOYMENT OF KIBEL GREEN, INC.  
AS FINANCIAL ADVISOR**

DATE: [No Hearing Required]  
TIME: [No Hearing Required]  
PLACE: U.S. Bankruptcy Court  
Courtroom 1575  
255 East Temple Street  
Los Angeles, CA 90012

20 **TO ALL INTERESTED PARTIES:**

21 **PLEASE TAKE NOTICE** as follows:

22 1. eStyle, Inc. (the "Debtor" or "Applicant"), debtor and debtor in  
23 possession in the above-captioned chapter 11 case, has filed an application (the  
24 "Application") requesting the Court's approval of the Debtor's employment of Kibel Green,  
25 Inc. ("KGI"), as its financial advisor.

26 2. The Debtor requires a financial advisor to provide the following  
27 services: (1) assisting management with discussions and negotiations with selected  
28

1 creditors, including secured lender(s), landlords, key trade vendors and creditors  
2 committees (if any); (2) reviewing, evaluating and providing guidance to the Debtor's  
3 personnel in connection with finance and accounting issues; (3) providing guidance with  
4 respect to store closing sales and store closures; (4) analyzing and advising in areas  
5 which affect cash flow, marketing, communications, financing, and acquisition/divestiture;  
6 (5) assisting management with evaluating the Debtor's organization structure, areas to  
7 reduce costs, and plans for moving forward; (6) assisting and/or preparing selective  
8 reports to be filed by the Debtor with the U.S. Trustee's office; (7) providing testimony in  
9 connection with the Debtor's motion for authority to use cash collateral; and (8) otherwise  
10 assisting in addressing financial issues and alternatives in this case.

11           2.       The services to be provided by KGI shall not include any of the  
12 following, unless a separate agreement is reached by the Debtor and KGI, and said  
13 agreement is approved by the Court: full time assistance with respect to daily operational  
14 and financial operation management; investment banking activities including representing  
15 the Debtor in a sale of its business in whole or in part, expert witness except for those  
16 areas KGI has direct knowledge, managing of the Debtor or leading a chief restructuring  
17 officer assignment to lead the liquidation of the Debtor, or seeking new financing for the  
18 Debtor.

19           3.       The Debtor is multichannel retailer that sells maternity, baby and kids  
20 apparel and toys, gear and related products direct to the consumer. As of the Petition  
21 Date, the Debtor sells its products at its 23 retail stores, through its babystyle.com  
22 website, and through a direct mail program.

23           4.       Prior to the commencement of the Debtor's chapter 11 case, KGI  
24 was serving as the Debtor's financial advisor. Pursuant to the Application, the Debtor  
25 proposes to employ KGI, under 11 U.S.C. § 327(e), to act as its financial advisors in the  
26 bankruptcy case.

27           5.       Kibel Green, Inc. ("KGI") is a management and consulting firm with  
28 significant experience and expertise in various areas, including (among other areas)

1 financial analysis, operations, finance and accounting, including investigative and  
2 forensic accounting, claims analysis, evaluation of potential avoidance actions and other  
3 potential claims and/or causes of action, and other insolvency and bankruptcy matters.  
4 Resumes of those professionals that will be primarily involved in the representation of the  
5 Debtor in this matter are attached to the Application as Exhibit 1.

6 6. As of the Petition Date, KGI had a retainer balance on hand in the  
7 sum of \$78,102.65 that was not exhausted based on services rendered prior to the  
8 commencement of the Debtor's chapter 11 case.

9 7. KGI will charge the Debtor the following hourly rates, with Mr. Alston  
10 being the primary professional assigned to this case:

11	(1) Steven Green	\$550
12	(2) Dick Alston	\$390
13	(3) Lead Consultant	\$325-\$395
14	(4) Other Consultants	\$125 - \$495

15 The Debtor will also reimburse KGI for expenses incurred by KGI in the  
16 course of its representation of the Debtor. KGI understands that it is entitled to receive  
17 such amount(s) on account of its fees and expenses as shall be approved by the Court.

18 8. The source of funds for all the payments, received prepetition by KGI  
19 from Applicant was Applicant. The unused portion of the prepetition will be subject to  
20 disbursement according to the United States Trustee's Guide to Applications for  
21 Employment of Professionals and Treatment of Retainers for the Central District of  
22 California.

23 9. If you have not received a copy of the Application and wish to  
24 receive one, you may obtain a copy by requesting it from the Debtor's bankruptcy  
25 counsel, SulmeyerKupetz, 333 South Hope Street, 35<sup>th</sup> Floor, Los Angeles, California  
26 90071; telephone (213) 617-5289; fax (213) 629-4520; email: dperez@sulmeyerlaw.com;  
27 attention: Debbie Perez. The Application will be promptly provided upon request.

28

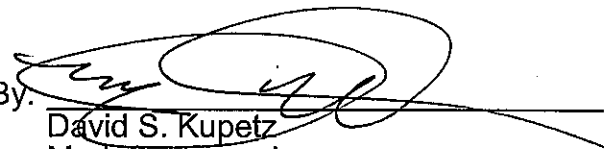
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10. Pursuant to Local Bankruptcy Rule 2014-1(b)(2), if you wish to object to the Debtor's employment of KGI, you must file a written objection and request for a hearing, in the form required by Local Bankruptcy Rule 9013-1(a)(7), no later than 15 days from the date of service of this Notice. You must file your objection and request with the Clerk of the United States Bankruptcy Court located at 255 East Temple Street, Los Angeles, CA 90012, and serve your objection upon the Debtor's bankruptcy counsel at the address indicated in the upper left corner of the first page of this notice. If any such response is timely received, the Debtor will set a hearing date on the Application and send out notice thereof. No hearing will be held if no response and request for a hearing is received. The failure to file an objection to the Application may be deemed by the Court as your consent to the relief requested therein. If you do not oppose the Application, you need not take any further action.

DATED: April 3, 2008

**SulmeyerKupetz**  
A Professional Corporation

By.   
David S. Kupetz  
Mark S. Horoupian  
Bankruptcy Counsel for eStyle, Inc.,  
Debtor in Possession

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**PROOF OF SERVICE**

**STATE OF CALIFORNIA, COUNTY OF LOS ANGELES**

At the time of service, I was over 18 years of age and **not a party to this action**. I am employed in the County of Los Angeles, State of California. My business address is 333 South Hope Street, Thirty-Fifth Floor, Los Angeles, California 90071-1406.

On April 4, 2008, I served the following document(s) described as **NOTICE OF APPLICATION BY DEBTOR IN POSSESSION FOR APPROVAL OF EMPLOYMENT OF KIBEL GREEN, INC. AS FINANCIAL ADVISOR** on the interested parties in this action as follows:

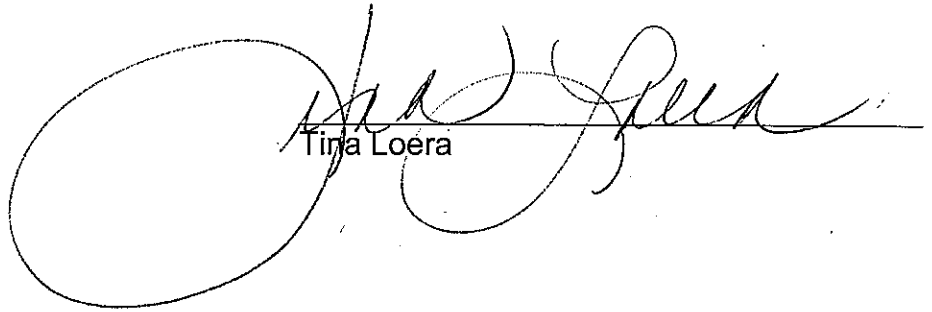
**SEE ATTACHED SERVICE LIST**

**BY MAIL:** I enclosed the document(s) in a sealed envelope or package addressed to the persons at the addresses listed in the Service List and placed the envelope for collection and mailing, following our ordinary business practices. I am readily familiar with SulmeyerKupetz's practice for collecting and processing correspondence for mailing. On the same day that the correspondence is placed for collection and mailing, it is deposited in the ordinary course of business with the United States Postal Service, in a sealed envelope with postage fully prepaid.

**BY E-MAIL OR ELECTRONIC TRANSMISSION:** I caused the document(s) to be sent from the e-mail address dperez@sulmeyerlaw.com to the persons at the e-mail addresses listed in the Service List, I did not receive, within a reasonable time after the transmission, any electronic message or other indication that the transmission was unsuccessful.

I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct and that I am employed in the office of a member of the bar of this Court at whose direction the service was made.

Executed on April 4, 2008, at Los Angeles, California.

  
Tina Loera

SERVICE LIST

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**OFFICE OF THE UNITED STATES TRUSTEE**

Office of the United States Trustee  
Attn: Bruce Schildkraut, Esq.  
Ernst & Young Plaza  
725 South Figueroa St., 26th Floor  
Los Angeles, CA 90017  
[Bruce.Schildkraut@usdoj.gov](mailto:Bruce.Schildkraut@usdoj.gov)

**REQUEST FOR SPECIAL NOTICE**

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Dream International USA, Inc.  
c/o Samuel S. Oh, Esq.  
Lim, Ruger & Kim, LLP  
1055 West Seventh St., Ste. 2800  
Los Angeles, CA 90017  
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General Growth Management, Inc., as Agent  
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GRP II Investors, L.P.; GRP II Partners, L.P.;  
GRP II, L.P.; Oak Investment Partners IX;  
Oak IX Affiliates Fund, L.P.; & Oak IX Affiliates Fund – A, L.P.  
c/o Michael Foreman, Esq.  
c/o Michelle Kreidler Dove, Esq.  
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Taubman Landlords  
(West Farms Mall LLC;  
Willow Bend Shopping Center LP, et al.)  
c/o Taubman Realty Group Limited

- 1 The Taubman Company  
Attn: Andrew S. Conway
- 2 200 E. Long Lake Road, Ste. 300  
Bloomfield Hills, MI 48303-0200
- 3 [aconway@taubman.com](mailto:aconway@taubman.com)
- 4 The Irvine Company, LLC  
c/o Ernie Zachary Park, Esq.
- 5 BEWLEY, LASSLEBEN & MILLER, LLP  
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- 6 Whittier, CA 90602-1797  
[ernie.park@bewleylaw.com](mailto:ernie.park@bewleylaw.com)
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- 8 Wachovia Capital Finance Corporation (Western)  
Attn: Robin Van Meter, Vice President  
251 South Lake Avenue, Suite 900
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- 11 Wachovia Capital Finance Corporation (Western)  
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The Macerich Company
- 16 c/o Thomas J. Leanse, Esq.  
c/o Brian D. Huben, Esq.
- 17 c/o Dustin P. Branch, Esq.  
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- 18 2029 Century Park East, Suite 2600  
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- 20 **SECURED CREDITORS**
- 21 GRP II Investors, L.P.; GRP II Partners, L.P.;  
GRP II, L.P.; Oak Investment Partners IX;
- 22 Oak IX Affiliates Fund, L.P.; & Oak IX Affiliates Fund – A, L.P.  
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- 23 c/o Michelle Kreidler Dove, Esq.  
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## **20 LARGEST UNSECURED CREDITORS**

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9 Attn Michael Finn Sales Rep

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10 Woburn, MA 01888-9850

[ajmazur@atlaspaper.com](mailto:ajmazur@atlaspaper.com)

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12 W 23<sup>rd</sup> St 3<sup>rd</sup> Fl

13 New York, NY 10010

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14 [paul@bugaboo.com](mailto:paul@bugaboo.com)

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18 Citizens of Humanity LLC

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- 5 Epsilon Data Management, LLC
- 6 Attn: Andrew Kaufman or Pierre Charchaflain  
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- 8 The Gilbert Company
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