

LN 2017 0083

Information to identify the case:

Debtors: rue21, inc. EIN: 25-1311645

United States Bankruptcy Court for the Western District of Pennsylvania

Petition Date: May 15, 2017

Case Numbers: 17-22045 (GLT)

Official Form 309F (For Corporations or Partnerships)

Notice of Chapter 11 Bankruptcy Case 12/15

For the debtor listed above, a case has been filed under chapter 11 of the Bankruptcy Code. An order for relief has been entered. This notice has important information about the case for creditors, debtors, and trustees, including information about the meeting of creditors and deadlines. Read both pages carefully.

The filing of the case imposed an automatic stay against most collection activities. This means that creditors generally may not take action to collect debts from the debtor or the debtor's property. For example, while the stay is in effect, creditors cannot sue, assert a deficiency, repossess property, or otherwise try to collect from the debtor. Creditors cannot demand repayment from the debtor by mail, phone, or otherwise. Creditors who violate the stay can be required to pay actual and punitive damages and attorney's fees.

Confirmation of a chapter 11 plan may result in a discharge of debt. A creditor who wants to have a particular debt excepted from discharge may be required to file a complaint in the bankruptcy clerk's office within the deadline specified in this notice. (See line 11 below for more information.)

To protect your rights, consult an attorney. All documents filed in the case may be inspected at the bankruptcy clerk's office at the address listed below or through PACER (Public Access to Court Electronic Records at www.pacer.gov) or at the case website management by Kurtzman Carson Consultants LLC, the Debtors' claims, noticing, and solicitation agent, at www.kccllc.net/rue21.

The staff of the bankruptcy clerk's office cannot give legal advice.

Do not file this notice with any proof of claim or other filing in the case.

1. Debtors' full name: See chart below.
2. All other names used in the last 8 years: See chart below.
Jointly Administered Cases

DEBTOR	ADDRESS	CASE NO.	EIN #
rue21, inc.	800 Commonwealth Drive Warrendale, Pennsylvania 15086	17-22045 (GLT)	25-1311645
r services llc	800 Commonwealth Drive Warrendale, Pennsylvania 15086	17-22047 (GLT)	20-8019425
Rhodes Holdco, Inc.	800 Commonwealth Drive Warrendale, Pennsylvania 15086	17-22046 (GLT)	46-2796922
rue services corporation	800 Commonwealth Drive Warrendale, Pennsylvania 15086	17-22048 (GLT)	45-2030396

3. Address: See Chart Above

4. Debtors' Counsel

Jonathan S. Henes, P.C. (*pro hac vice*)
Nicole L. Greenblatt, P.C. (*pro hac vice* admission pending)
Robert A. Britton (*pro hac vice*)
George Klidonas (*pro hac vice*)
KIRKLAND & ELLIS LLP
KIRKLAND & ELLIS INTERNATIONAL LLP
601 Lexington Avenue
New York, New York 10022
Telephone: (212) 446-4800
Facsimile: (212) 446-4900

Eric A. Schaffer (PA I.D. #30797)
Jared S. Roach (PA I.D. #307541)
REED SMITH LLP
225 Fifth Avenue
Pittsburgh, Pennsylvania 15222
Telephone: (412) 288-3131
Facsimile: (412) 288-3063

Debtors' notice and claims agent (for court documents and case information inquiries):

Kurtzman Carson Consultants LLC
c/o rue21, inc.
2335 Alaska Avenue
El Segundo, California 90245
U.S. toll-free: (888) 647-1738
International: (310) 751-2625
Case website: www.kccllc.net/rue21

5.

Bankruptcy clerk's office

Documents in this case may be filed at this address:

U.S. Bankruptcy Court
5414 U.S. Steel Tower
600 Grant Street
Pittsburgh, Pennsylvania 15219

Hours Open: Monday-Friday
9:00 AM - 4:30 PM
Contact Phone: (412) 644-2700

You may inspect all records filed in this case at this office or online at www.pacer.gov.

All documents in this case are available free of charge on the website of the Debtors' notice and claims agent at www.kccllc.net/rue21.

6.

Meeting of creditors

The Debtors' representative must attend the meeting to be questioned under oath.

Creditors may attend, but are not required to do so.

Time and Date: June 21, 2017 at 11:00 a.m. (EST)

The meeting may be continued or adjourned to a later date. If so, the date will be on the court docket.

Location:

**Liberty Center, 7th Floor,
Room 725
1001 Liberty Avenue
Pittsburgh, PA 15222**

7. Proof of claim deadline

Deadline for filing proof of claim: Not yet set. If a deadline is set, notice will be sent at a later time.

A proof of claim is a signed statement describing a creditor's claim. A proof of claim form may be obtained at www.uscourts.gov or any bankruptcy clerk's office.

Your claim will be allowed in the amount scheduled unless:

- Your claim is designated as disputed, contingent or unliquidated;
- You file a proof of claim in a different amount; or
- You receive another notice