

**IN THE UNITED STATES BANKRUPTCY COURT
FOR THE DISTRICT OF DELAWARE**

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In re	:		Chapter 11
	:		
ALPHA ENTERTAINMENT LLC,	:		Case No. 20-10940 (LSS)
	:		
Debtor.¹	:		Ref. Docket No. 592
	:		
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**NOTICE OF (I) CONFIRMATION AND EFFECTIVE DATE OF THE
2ND AMENDED CHAPTER 11 PLAN OF ALPHA ENTERTAINMENT LLC AND (II)
DEADLINE UNDER THE PLAN AND CONFIRMATION ORDER TO FILE PROFESSIONAL
FEE CLAIMS, ADMINISTRATIVE CLAIMS AND REJECTION CLAIMS**

PLEASE TAKE NOTICE OF THE FOLLOWING:

1. **Entry of Confirmation Order.** On December 11, 2020, the United States Bankruptcy Court for the District of Delaware (the “***Bankruptcy Court***”) entered an order [Docket No. 592] (the “***Confirmation Order***”) confirming the *2nd Amended Chapter 11 Plan of Alpha Entertainment LLC*, attached as Exhibit A to the Confirmation Order (together with all exhibits thereto, and as may be amended, modified or supplemented, the “***Plan***”)² in the chapter 11 case of the above-captioned debtor and debtor in possession (the “***Debtor***”).
2. **Effective Date of the Plan.** The Effective Date of the Plan was December 22, 2020.
3. **Deadline to File Professional Fee Claims.** As provided for in Section 11.2 of the Plan and in the Confirmation Order, *all final requests for payment of Professional Fee Claims pursuant to sections 327, 328, 330, 331, 503(b), or 1103 of the Bankruptcy Code must be made by application Filed with the Bankruptcy Court and served on counsel to the Plan Administrator, counsel to the Post-Effective Date Debtor, and counsel to the U.S. Trustee no later than January 21, 2021 (i.e., thirty (30) days after the Effective Date), unless otherwise ordered by the Bankruptcy Court.* Objections to such applications must be Filed and served on counsel to the Plan Administrator, counsel to the Post-Effective Date Debtor, counsel to the Committee, counsel to the U.S. Trustee and the requesting Professional on or before the date that is fourteen (14) days after the date on which the applicable application was served (or such longer period as may be allowed by Order of the Bankruptcy Court or by agreement with the requesting Professional).

¹ The last four digits of the Debtor’s federal tax identification number are 7778. The Debtor’s mailing address is 600 Steamboat Road, Suite 105, Greenwich, CT 06830.

² Unless otherwise defined in this notice, capitalized terms used in this notice shall have the meanings ascribed to them in the Plan.

4. **Administrative Claim Bar Date.** As provided for in Section 11.1 of the Plan and in the Confirmation Order, *all requests for payment of an Administrative Claim (other than a Section 503(b)(9) Claim) arising on or after April 13, 2020 must be Filed with the Bankruptcy Court and served on counsel to the Plan Administrator, counsel to the Post-Effective Date Debtor, and counsel to the U.S. Trustee no later than January 21, 2021 (i.e., thirty (30) days after the Effective Date).*

5. **Deadline to File Rejection Claims.** As provided for in Article VI of the Plan and in the Confirmation Order: *(i) on the Effective Date, all executory contracts and unexpired leases of the Debtor that have not been assumed, assumed and assigned, or rejected, prior to the Effective Date or are not subject to a motion to assume or reject Filed before the Effective Date, shall be deemed rejected pursuant to the Confirmation Order, as of the Effective Date, other than the Insurance Contracts; (ii) any Creditor asserting a Rejection Claim shall File a proof of claim with the Debtor's claims and noticing agent, Donlin, Recano & Company, LLC, at the address below, no later than January 21, 2021 (i.e., thirty (30) days after the Effective Date) and shall also serve such proof of claim upon the Plan Administrator; and (iii) any Rejection Claims that are not timely Filed shall be forever disallowed and barred.*

If by First-Class Mail:
Donlin, Recano & Company, Inc.
Re: Alpha Entertainment LLC
P.O. Box 199043
Blythebourne Station
Brooklyn, NY 11219

If by Hand Delivery or Overnight Mail:
Donlin, Recano & Company, Inc.
Re: Alpha Entertainment LLC
6201 15th Avenue
Brooklyn, NY 11219

6. **Inquiries by Interested Parties.** Copies of the Confirmation Order (to which the Plan is attached as Exhibit A) may be examined free of charge at <https://www.donlinrecano.com/alpha> by clicking on the link on the left hand side of the page titled "Confirmation Documents". The Confirmation Order is also on file with the Bankruptcy Court and may be viewed by accessing the Bankruptcy Court's website at www.deb.uscourts.gov. To access documents on the Bankruptcy Court's website, you will need a PACER password and login, which can be obtained at www.pacer.psc.uscourts.gov.

Dated: December 22, 2020
Wilmington, Delaware

YOUNG CONAWAY STARGATT & TAYLOR, LLP

/s/ Matthew B. Lunn

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