

December 23, 2015

Re: In re Relativity Fashion, LLC et al.,
Chapter 11 Case No. 15-11989 (MEW) (Jointly Administered)

TO ALL HOLDERS OF CLAIMS ENTITLED TO VOTE ON THE PLAN:

Relativity Fashion, LLC and its affiliated debtors and debtors in possession in the above chapter 11 cases (collectively, the “**Debtors**”), along with Ryan C. Kavanaugh (“**Kavanaugh**”), Joseph Nicholas (“**Nicholas**” and, together with the Debtors and Kavanaugh, the “**Plan Proponents**”), are pleased to present the enclosed Solicitation Package for your consideration.

On December 17, 2015, the United States Bankruptcy Court for the Southern District of New York (the “**Bankruptcy Court**”) entered the *Order Approving Second Amended Disclosure Statement For Plan Proponents’ Second Amended Plan Of Reorganization Pursuant To Chapter 11 Of The Bankruptcy Code* (the “**Disclosure Statement Order**”) at Dkt. No. 1140.

You have received this letter and the enclosed materials because you are entitled to vote on the *Plan Proponents’ Second Amended Plan Of Reorganization Pursuant To Chapter 11 Of The Bankruptcy Code* (as amended or modified from time to time, the “**Plan**”) as indicated in the Ballot² that has been provided to you with this letter.

In addition to this cover letter, the enclosed materials comprise your Solicitation Package, and were approved by the Bankruptcy Court for distribution to Holders of Claims in connection with the solicitation of votes to accept the Plan. The Solicitation Package consists of the following:

1. the Disclosure Statement, as approved by the Bankruptcy Court (with all exhibits, including the Plan) in CD-ROM;
2. the Disclosure Statement Order and Solicitation Procedures Order in CD-ROM;
3. the notice of the hearing to consider Confirmation of the Plan scheduled for February 1, 2016; and
4. a Ballot (together with detailed voting instructions and a postage prepaid return envelope, pre-addressed to the Voting Agent (identified below)).

Relativity Media LLC, together with the other Plan Proponents, have approved the filing of the Plan and the solicitation of votes to accept the Plan on its own behalf and on behalf of the other Debtors. The Plan Proponents believe that the acceptance of the Plan is in the best interests of the Debtors’ estates, Holders of Claims, and all other parties in interest. Moreover, the Plan Proponents believe that any alternative other than Confirmation of the Plan could result in extensive delays and increased administrative expenses, which, in turn, would likely result in smaller distributions (or no distributions) on account of Claims asserted in these chapter 11 cases.

² Capitalized terms used but not otherwise defined herein have the meanings given to them in the Plan.

THE DEBTORS STRONGLY URGE YOU TO PROPERLY AND TIMELY SUBMIT YOUR BALLOT CASTING A VOTE TO ACCEPT THE PLAN. BALLOTS SHOULD BE SUBMITTED TO THE FOLLOWING ADDRESS:

If by U.S. Mail:

DONLIN, RECANO & COMPANY, INC.
VOTING AND CLAIMS AGENT FOR
RELATIVITY FASHION, LLC, ET AL.
ATTN: RELATIVITY MEDIA LLC ET AL. BALLOT PROCESSING
P.O. BOX 2034, MURRAY HILL STATION
NEW YORK, NY 10156-0701

If by Hand Delivery or Overnight Courier:

DONLIN, RECANO & COMPANY, INC.
VOTING AND CLAIMS AGENT FOR
RELATIVITY FASHION, LLC, ET AL.
ATTN: RELATIVITY MEDIA LLC ET AL. BALLOT PROCESSING
6201 15TH AVENUE
BROOKLYN, NY 11219

THE VOTING DEADLINE BY WHICH ALL BALLOTS MUST BE RECEIVED BY THE VOTING AGENT IS 4:00 P.M. (PREVAILING EASTERN TIME) ON JANUARY 20, 2016.

The materials in the Solicitation Package are intended to be self-explanatory. If you should have any questions, however, please feel free to contact Donlin, Recano & Company, Inc., the voting agent retained by the Debtors in these chapter 11 cases (the “**Voting Agent**”), by: (a) visiting the Debtors’ restructuring website at:

<https://www.donlinrecano.com/Clients/rm/PlanOfReorg>; and/or (b) writing to Donlin, Recano & Company, Inc., Re: Relativity Media LLC., et al., P.O. Box 2034 Murray Hill Station, New York, NY 10156-0701. You may also obtain copies of any pleadings filed in these chapter 11 cases for a fee via PACER at: <http://www.nyeb.uscourts.gov>. Please be advised that the Voting Agent is authorized to answer questions about, and provide additional copies of solicitation materials, but may not advise you as to whether you should vote to accept or reject the Plan.

Sincerely,

RELATIVITY MEDIA LLC
on its own behalf and for each of the other Debtors,

Ryan Kavanaugh, as Plan Co-Proponent, and

Joseph Nicholas, as Plan Co-Proponent