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*Counsel for Macy’s Retail Holdings, Inc.,  
Macy’s Puerto Rico, Inc., and Bloomingdales, Inc.*

**UNITED STATES BANKRUPTCY COURT  
SOUTHERN DISTRICT OF NEW YORK**

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In re:	:	
	:	Chapter 11
BCBG MAX AZRIA GLOBAL HOLDINGS, LLC, <i>et al.</i> ,	:	
	:	Case No. 17-10466 (MKV)
Debtors. <sup>1</sup>	:	
	:	(Joint Administration Requested)
	X	
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**NOTICE OF APPEARANCE AND REQUEST FOR NOTICES**

**PLEASE TAKE NOTICE** that, pursuant to Rules 2002 and 9010 of the Federal Rules of Bankruptcy Procedure, the undersigned hereby appears in the above-captioned chapter 11 proceedings as counsel on behalf of Macy’s Retail Holdings, Inc., Macy’s Puerto Rico, Inc., and Bloomingdales, Inc. (collectively, the “Macy’s Entities”) and requests that all notices given or required to be given in these cases, including, but not limited to, all orders and notices of any

<sup>1</sup> The Debtors in these chapter 11 cases, along with the last four digits of each Debtor’s federal tax identification number, include: BCBG Max Azria Global Holdings, LLC (6857); BCBG Max Azria Group, LLC (5942); BCBG Max Azria Intermediate Holdings, LLC (3673); Max Rave, LLC (9200); and MLA Multibrand Holdings, LLC (3854). The location of the Debtors’ service address is: 2761 Fruitland Avenue, Vernon, California 90058.

application, motion, petition, pleading, request, complaint or demand, whether written or oral, and whether transmitted or conveyed by mail, electronic mail, ECF notice, hand delivery, telephone or otherwise, which affects the Macy's Entities or these chapter 11 bankruptcy cases to be served upon the counsel identified below at the following address:

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**PLEASE TAKE FURTHER NOTICE** that this entry of appearance is not intended as nor is it a consent to jurisdiction of the Bankruptcy Court over the Macy's Entities, specifically but not limited to (i) its right to have final orders in non-core matters entered only after *de novo* review by a district judge, (ii) its right to a trial by jury in any proceeding triable herein, or in any case, controversy or proceeding related hereto, (iii) its right to have the reference withdrawn by the District Court in any matter subject to mandatory, or discretionary withdrawal, or (iv) any other rights, claims, actions, defenses, setoffs, or recoupments to which the Macy's Entities are or may be entitled to under agreement, in law or equity, all of which rights, claims, actions, defenses, setoffs and recoupments the Macy's Entities expressly reserve.

Date: March 1, 2017

Respectfully submitted,

**FROST BROWN TODD LLC**

By: /s/ Ronald E. Gold  
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**COUNSEL FOR  
MACY'S RETAIL HOLDINGS, INC.,  
MACY'S PUERTO RICO, INC., AND  
BLOOMINGDALES, INC.**

**CERTIFICATE OF SERVICE**

I hereby certify that on this 1st day of March, 2017, a true and correct copy of the foregoing *Notice of Appearance and Request for Notices* was sent via ECF Noticing to all parties receiving ECF Notices in these chapter 11 cases.

/s/ Ronald E. Gold

Ronald E. Gold