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**UNITED STATES BANKRUPTCY COURT
DISTRICT OF NEW JERSEY**

In re:

CAREISMATIC BRANDS, LLC, *et al.*,

Debtors.¹

Chapter 11

Case No. 24-10561 (VFP)

(Jointly Administrated)

NOTICE OF MODIFIED SALE PROCESS KEY DATES AND DEADLINES

PLEASE TAKE NOTICE that on February 29, 2024, the United States Bankruptcy Court for the District of New Jersey (the “Court”) entered the *Order (I) Approving the Bidding Procedures and Auction, (II) Approving Stalking Horse Bid Protections, (III) Scheduling Bid Deadlines and an Auction, (IV) Approving the Form and Manner of Notice Thereof, and (V) Granting Related Relief* [Docket No. 339] (the “Bidding Procedures Order”)² in the chapter 11 cases of the above-captioned debtors and debtors in possession (collectively, the “Debtors”).

¹ A complete list of each of the Debtors in these chapter 11 cases may be obtained on the website of the Debtors’ claims and noticing agent at <https://www.donlinrecano.com/careismatic>. The location of Debtor Careismatic Brands, LLC’s principal place of business and the Debtors’ service address in these chapter 11 cases is: 1119 Colorado Avenue, Santa Monica, California 90401.

² Capitalized terms used but not defined in this notice have the meanings given to them in the Bidding Procedures or the Bidding Procedures Order, as applicable.

PLEASE TAKE FURTHER NOTICE that the Debtors, in an exercise of their rights pursuant to the Bidding Procedures Order with the consent of the Required Consenting First Lien Lenders, and having consulted with the Consultation Parties, hereby modify the key dates and deadlines (the “Modified Sale Process Dates”) with respect to the Sale process as follows:

Event or Deadline	Modified Date and Time
Bid Deadline	April 17, 2024, at 5:00 p.m. prevailing Eastern Time
Qualified Bid and Stalking Horse Designation Deadline (if any)	April 24, 2024, at 5:00 p.m. prevailing Eastern Time
Auction (if any)	April 26, 2024, at 10:00 a.m. prevailing Eastern Time (if needed)
Notice of Successful Bidder(s)	As soon as reasonably practicable after the conclusion of the Auction (if needed)
Objection Deadline	May 23, 2024, at 5:00 p.m. prevailing Eastern Time
Deadline to reply to Objections	May 26, 2024
Confirmation Hearing (at which the Sale Transaction, if any, will be approved)	May 30, 2024, at 10:00 a.m., prevailing Eastern Time or such other date as may be scheduled by the Court

PLEASE TAKE FURTHER NOTICE that the Debtors reserve the right to further modify any of the Modified Sale Process Dates in accordance with the Bidding Procedures Order and the Bidding Procedures.

PLEASE TAKE FURTHER NOTICE that copies of the Bidding Procedures, the Bidding Procedures Order, and any other related documents are available upon request to Donlin, Recano & Company, Inc. by calling (800) 416-3743 (U.S. / Canada) or (212) 481-1411 (International) or visiting the Debtors’ restructuring website at (<https://www.donlinrecano.com/careismatic>).

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Dated: March 20, 2024

/s/ Michael D. Sirota

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