

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

In re:)	
)	Chapter 11
)	
COMMERCECONNECT MEDIA HOLDINGS, INC., <u>et al.</u>,¹)	Case No. 09-12765 (BLS)
)	
Debtors.)	Jointly Administered
)	

NOTICE OF (I) COMMENCEMENT OF CHAPTER 11 CASES, (II) COMBINED HEARING TO APPROVE ADEQUACY OF DISCLOSURE STATEMENT AND PREPETITION SOLICITATION PROCEDURES AND TO CONFIRM JOINT PLAN OF REORGANIZATION, AND (III) ESTABLISHMENT OF OBJECTION DEADLINES

BY ORDER OF THE UNITED STATES BANKRUPTCY COURT,
THE HONORABLE BRENDAN L. SHANNON PRESIDING:

PLEASE TAKE NOTICE that on August 3, 2009, CommerceConnect Media Holdings, Inc., on behalf of itself and its affiliated debtors and debtors-in-possession in the above-captioned cases (collectively, the “Debtors” or “Cygnus”) filed voluntary petitions for relief under chapter 11 of title 11, United States Code, in the United States Bankruptcy Court for the District of Delaware (the “Bankruptcy Court”). The Bankruptcy Court has scheduled a combined hearing to consider the Debtors’ Motion to (1) approve the adequacy of the Disclosure Statement, dated July 30, 2009 [Docket No. 11] (the “Disclosure Statement”) with respect to the *Joint Plan of Reorganization of CommerceConnect Media Holdings, Inc. and its Debtor Affiliates Under Chapter 11 of the Bankruptcy Code*, dated August 3, 2009 [Docket No. 10] (the “Plan”), (2) approve the prepetition solicitation procedures (the “Prepetition Solicitation Procedures”) with respect thereto, and (3) confirm the Plan the Bankruptcy Court has established the deadlines and procedures as described below.

COMMENCEMENT OF CHAPTER 11 CASES

1. This notice lists important deadlines that may be of interest to parties with any claims against any of the Debtors. You may want to consult an attorney. The staff of the Bankruptcy Court Clerk’s office cannot give legal advice. You will not necessarily receive any other notice or documents filed in these chapter 11 cases or to be filed in the future, but the Debtors have established a website at the following URL where you may obtain further information and all documents filed and to be filed in these bankruptcy proceedings: www.cbmrestructuring.com. Also, all documents filed with the Bankruptcy Court are available

¹ The Debtors in these cases, along with the last four digits of each Debtor’s federal tax identification number, are: CommerceConnect Media Holdings, Inc. (1749), Cygnus Business Media, Inc. (0832), Cygnus New Business Launches, Inc. (0713) and Cygnus Interactive New Business Launches, Inc. (1283). The address for each of the Debtors is: 1233 Janesville Avenue, Fort Atkinson, Wisconsin 53538.

for inspection at the office of the clerk of the Bankruptcy Court at 824 North Market Street, 3rd Floor, Wilmington, Delaware 19801, and you may request copies of any particular documents from proposed counsel to the Debtors, whose address is below. Requests MUST be made in writing.

CREDITORS MAY NOT TAKE CERTAIN ACTIONS

2. The filing of the bankruptcy cases automatically stays and prevents creditors from taking certain collection and other actions against the Debtors and the Debtors' property. A creditor who is considering taking action against the Debtors or the Debtors' property should review section 362 of the Bankruptcy Code and may wish to seek legal advice. The Debtors will be continuing to operate their businesses in the ordinary course and perform their obligations in accordance with orders that have been entered by the Bankruptcy Court.

COMBINED HEARING ON THE ADEQUACY OF DISCLOSURE STATEMENT AND PREPETITION SOLICITATION PROCEDURES AND CONFIRMATION OF THE PLAN

3. The Bankruptcy Court has set **September 8, 2009 at 1:00 p.m.** (prevailing Eastern time) to hold the combined hearing (the "Confirmation Hearing") to approve the adequacy of the Disclosure Statement, the Prepetition Solicitation Procedures, and confirm the Plan to be held before the Honorable Brendan L. Shannon, in Courtroom 1 at the United States Bankruptcy Court for the District of Delaware, 824 North Market Street, 6th Floor, Wilmington, Delaware 19801. The Confirmation Hearing may be rescinded or continued from time to time by announcement of such in open court or by the posting of a notice of rescheduling or continuance on the website www.cbmrestructuring.com, filing the agenda for such hearing on the docket of the Bankruptcy Court without other or further notice. The Bankruptcy Court, in its discretion and prior to the Confirmation Hearing, may put in place additional procedures governing the Confirmation Hearing.

DEADLINES AND PROCEDURES FOR FILING OBJECTIONS TO THE ADEQUACY OF THE DISCLOSURE STATEMENT OR THE PREPETITION SOLICITATION PROCEDURES OR TO CONFIRMATION OF THE PLAN

4. The Bankruptcy Court has established **August 31, 2009 at 4:00 p.m.** (prevailing Eastern time) as the last date and time for filing and serving objections to the approval of the Disclosure Statement, the Prepetition Solicitation Procedures and/or confirmation of the Plan (the "Objection Deadline"). Objections not filed and served by the Objection Deadline in the manner set forth below may not be considered by this Court.

5. Any objections to the Disclosure Statement, the Prepetition Solicitation Procedures or the Plan, as the case may be, must be in writing and be both (a) filed by the Objection Deadline, so as to be actually RECEIVED by the Clerk of the United States Bankruptcy Court for the District of Delaware, 824 North Market Street, 3rd Floor, Wilmington, Delaware 19801 and (b) served on the following parties, so that they are actually RECEIVED by such parties by the Objection Deadline: (i) proposed Co-Counsel to the Debtors, Curtis, Mallet-

Prevost, Colt & Mosle LLP, 101 Park Avenue, New York, NY 10178, Attn: Steven J. Reisman, Esq. (sreisman@curtis.com), Timothy A. Barnes, Esq. (tbarnes@curtis.com) and Jerrold Bregman, Esq. (jbregman@curtis.com) and Richards, Layton & Finger, P.A., One Rodney Square, P.O. Box 551, Wilmington, DE 19899, Attn: Mark D. Collins, Esq. (collins@rlf.com), John H. Knight, Esq. (knight@rlf.com) and Lee E. Kaufman, Esq. (kaufman@rlf.com); (ii) Counsel to General Electric Capital Corporation, Sidley Austin LLP, One South Dearborn Street, Chicago, IL 60603, Attn: Larry Nyhan, Esq. (lnyhan@sidley.com) and Janet E. Henderson, Esq. (jhenderson@sidley.com); (iii) Local Counsel to General Electric Capital Corporation, Reed Smith LLP, 1201 Market Street, Suite 1500, Wilmington, Delaware 19801, Attn: Kurt F. Gwynne, Esq. (kgwynne@reedsmith.com); (iv) Counsel to Barclays Bank PLC, Paul, Hastings, Janofsky & Walker, LLP, 75 East 55th Street, New York, New York 10022, Attn: Luke Iovine, Esq. (lukeiovine@paulhastings.com) and Anupama Ahluwalia, Esq. (anupamaahluwalia@paulhastings.com); and (v) The United States Trustee for the District of Delaware, 844 King Street, Room 2207, Lockbox 35, Wilmington, DE 19801, Attn: Thomas P. Tinker, Esq. All objections must (a) be in writing, (b) comply with the Federal Rules of Bankruptcy Procedure and the Local Rules of Bankruptcy Practice and Procedure of the United States Bankruptcy Court for the District of Delaware, (c) set forth the name of the objector and the nature and amount of any claim or interest asserted by the objector against the estate or property of the Debtors and (d) state with particularity the legal and factual basis for such objection.

THIS NOTICE IS NOT A SOLICITATION OF ACCEPTANCES OR REJECTIONS OF THE PLAN. SUCH SOLICITATION HAS ALREADY BEEN COMPLETED.

Dated: August 4, 2009
Wilmington, Delaware

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