
**INSTRUCTION LETTER FOR THE CLAIMS PROCEDURE
OF EDDIE BAUER OF CANADA, INC. and
EDDIE BAUER CUSTOMER SERVICES INC.**
(hereinafter referred to as the "Applicants")

A. CLAIMS PROCEDURE

By Order of the Superior Court of Justice of Ontario made July 22, 2009, under the *Companies' Creditors Arrangement Act* (the "CCAA"), the Applicants have been authorized to conduct a claims procedure under the CCAA (the "Claims Procedure").

The Claims Procedure is intended for any Person with: (i) any claims of any kind or nature whatsoever, other than an Excluded Claim, against the Applicants; (ii) any claim arising as a result of the restructuring, termination, repudiation or disclaimer of any lease, contract, employment agreement or other agreement; and (iii) all claims against the current or former directors or officers of the Applicants (collectively, the "Claims"). Please review the enclosed material for the complete definition of Claim, Secured Claim and Excluded Claim.

If you have any questions regarding the Claims Procedure, please consult the website of the Court-appointed Monitor (www.rsmrichter.com) or contact the Monitor at the address provided below.

All notices and enquiries with respect to the Claims Procedure should be addressed to:

RSM RICHTER INC.
Court-appointed Monitor of EDDIE BAUER OF CANADA, INC. and
EDDIE BAUER CUSTOMER SERVICES INC.
200 King Street West, Suite 1100
Toronto, ON M5H 3T4

Attention: D. Sieradzki
Telephone: 416.932.6030
E-mail: dsieradzki@rsmrichter.com
Fax: 416-932-6200

B. FOR CREDITORS SUBMITTING A PROOF OF CLAIM

If you believe that you have a Claim against the Applicants or its current or former directors or officers, you will have to file a Proof of Claim with the Monitor. **The Proof of Claim must be received by 4:00 p.m. (Eastern Daylight Time) on SEPTEMBER 21, 2009, the Claims Bar Date.**

Additional Proof of Claim forms and other information, including a copy of the Order creating the Claims Procedure, can be obtained from the Monitor's website at www.rsmrichter.com, or by contacting the Monitor at the telephone and fax numbers indicated above and providing particulars as to your name, address and facsimile number.

It is your responsibility to ensure that the Monitor receives your Proof of Claim by the above-noted time and date.

**PROOF OF CLAIM RELATING TO EDDIE BAUER OF CANADA INC. and EDDIE
BAUER CUSTOMER SERVICES INC.**

(hereinafter referred to as the "Applicants") **OR ITS FORMER AND CURRENT
DIRECTORS OR OFFICERS** (hereinafter referred to as the "Directors and Officers")

Please read carefully the enclosed Instruction Letter for completing this Proof of Claim.

A. PARTICULARS OF CREDITOR:

1. Full Legal Name of Creditor: _____

(the "Creditor"). (Full legal name should be the name of the original Creditor of the Applicants or its Directors or Officers, notwithstanding whether an assignment of a Claim, or a portion thereof, has occurred following June 17, 2009.

2. Full Mailing Address of the Creditor (the original Creditor not the Assignee):

3. Telephone Number: _____

4. E-Mail Address: _____

5. Facsimile Number: _____

6. Attention (Contact Person): _____

7. Has the Claim been sold or assigned by the Creditor to another party [check (✓) one]?

Yes: ☐

No: ☐

B. PARTICULARS OF ASSIGNEE(S) (IF ANY):

8. Full Legal Name of Assignee(s):

(If Claim has been assigned, insert full legal name of assignee(s) of Claim (if all or a portion of the Claim has been sold). If there is more than one assignee, please attach a separate sheet with the required information.)

9. Full Mailing Address of Assignee(s):

10. Telephone Number of Assignee(s): _____

11. E-Mail Address: _____

12. Facsimile Number: _____

13. Attention (Contact Person): _____

C. PROOF OF CLAIM:

I, _____
[name of Creditor or Representative of the Creditor], of
_____ do hereby certify:
(city and province)

(a) that I [check (√) one]

☐ am the Creditor of the Applicants and/or its Directors; OR

☐ am _____ (state position or title) of

(name of creditor)

(b) that I have knowledge of all the circumstances connected with the Claim referred to below;

(c) the Creditor asserts its claim against [check (✓) one or more, as applicable]:

(i) EDDIE BAUER OF CANADA INC. ☐

(ii) EDDIE BAUER CUSTOMER SERVICES INC. ☐

(iii) _____, a Director or Officer of
EDDIE BAUER OF CANADA, INC. ☐

(iv) _____, a Director or Officer of
EDDIE BAUER CUSTOMER SERVICES INC. ☐

(If you are making a claims against the Directors or Officers of one or both of the Applicants, please list the Director(s) or Officer(s) against whom you assert your claim); and

(d) The Applicants/Director(s)/Officer(s) was/were and still is/are indebted to the Creditor as follows:

(i) CLAIM ARISING ON OR PRIOR TO SEPTEMBER 21, 2009:

\$_____ [insert \$ value of claim] CAD.

(Claims in a foreign currency are to be converted to Canadian Dollars at the Bank of Canada noon spot rate as at SEPTEMBER 21, 2009.)

D. NATURE OF CLAIM

(check (✓) one and complete appropriate category)

☐ A. UNSECURED CLAIM OF \$_____

That in respect of this debt, I do not hold any security and

(Check (✓) appropriate description)

☐ Regarding the amount of \$ _____, I do not claim a right to a priority.

☐ Regarding the amount of \$ _____, I claim a right to a priority under section 136 of the Bankruptcy and Insolvency Act (Canada) or would claim such a priority if this Proof of Claim were being filed in accordance with that Act .

(Set out on an attached sheet details to support priority claim.)

☐ B. SECURED CLAIM OF \$ _____

That in respect of this debt, I hold security valued at \$ _____, particulars of which are as follows:

(Give full particulars of the security, including the date on which the security was given and the value at which you assess the security, and attach a copy of the security documents.)

E. PARTICULARS OF CLAIM:

Other than as already set out herein, the particulars of the undersigned's total Claim are attached.

(Provide all particulars of the Claim and supporting documentation, including amount, description of transaction(s) or agreement(s) giving rise to the Claim, name of any guarantor which has guaranteed the Claim, and amount of invoices, particulars of all credits, discounts, etc. claimed, description of the security, if any, granted by the Applicants or any Director to the Creditor and estimated value of such security.)

This Proof of Claim must be received by the Monitor by no later than 4:00 p.m. (Eastern Standard/Daylight Time) on SEPTEMBER 21, 2009, by prepaid ordinary mail, courier, personal delivery or electronic or digital transmission at the following address:

RSM RICHTER INC.
Court-appointed Monitor of EDDIE BAUER OF CANADA, INC. and EDDIE
BAUER CUSTOMER SERVICES INC.
200 King Street West, Suite 1100
Toronto, ON M5H 3T4

Attention: D. Sieradzki
Telephone: 416.932.6030
E-mail dsieradzki@rsmrichter.com
Fax: 416-932-6200

F. FILING OF CLAIM

Failure to file your proof of claim as directed by 4:00 p.m., on SEPTEMBER 21, 2009 (Toronto time) will result in your claim being barred and in you being prevented from making or enforcing a Claim against the Applicants or any Director or Officer. In addition, you shall not be entitled to further notice in, and shall not be entitled to participate as, a creditor in these proceedings.

G. EXCLUDED CLAIMS

The following are Excluded Claims and no person needs to file any claim in respect thereof at this time: (i) claims secured by any of the "Charges", as defined in the Initial Order made in these proceedings on JUNE 17, 2009, as amended from time to time, and (ii) any claim against a Director which cannot be compromised due to the provisions of subsection 5.1(2) of the CCAA.

Dated at _____ this _____ day of _____, 2009.

Signature of Creditor