

**IN THE UNITED STATES BANKRUPTCY COURT
FOR THE MIDDLE DISTRICT OF NORTH CAROLINA
DURHAM DIVISION**

In re:)	Chapter 11
)	
Advanced Sports Enterprises, Inc., <i>et al.</i>,¹)	Case No. 18-80856
)	
)	(Joint Administration)
)	
Debtors.)	
)	

NOTICE OF CHANGE OF BID DEADLINE, AUCTION DATE AND RELATED DEADLINES AND NOTICE OF LOCATION OF AUCTION SALE

Advanced Sports Enterprises, Inc. and certain of its affiliates, as debtors and debtors in possession (collectively, the "Debtors"), are seeking to sell their property and other related interests (the "Assets"). The Debtors will consider proposals to acquire some or all of the Assets through a sale under section 363 of the Bankruptcy Code. By order, dated December 7, 2018 (Doc. 205, the "Bidding Procedures Order"), the Bankruptcy Court approved certain "Bidding Procedures" that govern the sale(s) of, or other transaction(s) to acquire, the Assets by the highest and best bidders. Pursuant to paragraph 6 of Bidding Procedures Order and paragraphs 8 and 16 of the Bidding Procedures, the Debtors are authorized to modify the Bidding Procedures including extending the deadlines set forth therein.

PLEASE TAKE NOTE OF THE FOLLOWING INFORMATION:

- The Bid Deadline is extended to Monday, January 14, 2019 at 5:00 p.m. (ET). The deadline to provide Adequate Assurance Information to Counterparties is extended to January 15, 2019 at 5:00 p.m. (ET).
- The Auction for the Assets is adjourned to Wednesday, January 16, 2019 at 10:00 a.m. (ET).
- The Auction will be held at the Durham Convention Center, Junior Ballroom A, 301 West Morgan St., Durham, NC. The Convention Center is adjacent to the Durham Marriott City Center, 201 Foster St., Durham, NC.
- Only Qualified Bidders, the Debtors and the Consultation Parties will be permitted to attend or participate in the Auction. Qualified Bidders may participate telephonically with the consent of the Debtors and the Consultation Parties.

¹ The Debtors in this case, along with each Debtor's case number, are: (i) Advanced Sports Enterprises, Inc., Case No. 18-80856; (ii) Advanced Sports, Inc., Case No. 18-80857; (iii) Performance Direct, Inc., Case No. 18-80860; (iv) Bitech, Inc., Case No. 18-80858; and (v) Nashbar Direct, Inc., Case No. 18-80859.

- The deadline to provide any supplemental Adequate Assurance Information to Counterparties (as to Successful and Back-Up Bidders) is extended to Thursday, January 17, 2019.
- The deadline to file the Notice of Successful Bidder(s) is extended to Thursday, January 17, 2019, as to each Transaction Agreement.
- The Sale Objection Deadline and the Deadline to object to the Assumption Notice remain January 21, 2019 at 4:00 p.m. (ET).
- The Sale Hearing to consider the proposed Sales remains scheduled for Tuesday, January 22, 2019 at 11:00 a.m. (ET).
- The Sale Hearing will be held in Courtroom #1, U.S. Bankruptcy Court, 101 S. Edgeworth St., Greensboro, NC.

Any interested bidder should contact the Debtors' investment banker, DA Davidson & Co.: Mike Smith (Phone: (206) 903-8679; Email: msmith@dadco.com), and/or the Debtors' intellectual property consultant, Hilco Streambank: Richelle Kalnit, (Phone: (212) 993-7214; Email: rkalnit@hilcoglobal.com) for additional information.

Dated: January 11, 2019

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