

IN THE COURT OF CHANCERY OF THE STATE OF DELAWARE

In re:

BLUEFLY HOLDINGS, INC.,
a Delaware corporation,

BLUEFLY, INC., a Delaware
corporation,

Assignors,

To:

DSI ASSIGNMENTS, LLC, A
DELAWARE LLC ACTING SOLELY
IN ITS CAPACITY AS ASSIGNEE
FOR THE BENEFIT OF CREDITORS
OF ASSIGNORS,

Assignee.

C.A. No. 2017-0041-AGB

NOTICE OF HEARING

TO: ALL CURRENT CREDITORS AND INTERESTED PARTIES

On January 27, 2017, Bluefly Holdings, Inc. and Bluefly, Inc. (collectively, “Bluefly”) filed a *Motion of the Assignee for an Order Approving the Sale Agreement with Total Fashion Inc.* (the “Sale Motion”) with the Court of Chancery of the State of Delaware.

The Court has scheduled a Hearing on the Sale Motion for March 6, 2017 at 1:00 p.m., in the Court of Chancery, New Castle County Courthouse, 500 North King Street, Wilmington, Delaware, 19801.

Any creditor who objects to the Sale Motion or otherwise wishes to be heard (an "Objector"), may: (1) file objections to the Sale Motion by no later than 12:00 p.m. (ET) on Friday, March 3, 2017, filed with the Register in Chancery, Court of Chancery, New Castle County Courthouse, 500 North King Street, Wilmington, Delaware 19801; and (2) appear at the Hearing in person or by his, her, or its attorney to present any evidence or argument that may be proper or relevant.

For additional information about the Sale Motion, please refer to the documents that were filed with the Court in connection with the Sale Motion, which are available through the Assignee's website at www.dsiassignments.biz. You also may examine the Court files during regular business hours at the office of the Register in Chancery, Court of Chancery, New Castle County Courthouse, 500 North King Street, Wilmington, Delaware. However, you will need to appear in person to inspect documents at the Register's office. The Clerk's office will not mail copies to you.

For more information concerning the Sale Motion, you may also contact Steve Victor (svictor@dsi.biz) or John Wheeler (jwheeler@dsi.biz) by e-mail or telephone at (312-263-4141), Geoffrey Berman (gberman@dsi.biz) by e-mail or

telephone at (213)-617-2717, or Paul Heath, Esq. (heath@rlf.com) by e-mail or telephone at (302) 651-7590. Additionally, relevant documents are available through the Assignee's website at www.dsiassignments.biz.

PLEASE DO NOT WRITE OR CALL THE COURT.

BY ORDER OF THE COURT

Register in Chancery

Dated: February __, 2017