



KPMG Inc.
Tour KPMG
Suite 1500
600 de Maisonneuve Blvd. West
Montréal (Québec) H3A 0A3

Telephone (514) 840-2100
Fax (514) 840-2121
Internet www.kpmg.ca

CANADA

**SUPERIOR COURT
(Commercial Division)**

**PROVINCE OF QUEBEC
DISTRICT OF MONTREAL
No.: 500-11-0149256-155**

**IN THE MATTER OF THE PLAN OF COMPROMISE OR
ARRANGEMENT OF:**

**MAGASIN LAURA (P.V.) INC. / LAURA'S SHOPPE
(P.V.) INC.**

Debtor

- and -

KPMG INC.

Monitor

**INSTRUCTIONS TO CREDITORS WHO WISH TO ASSERT CLAIMS AGAINST MAGASIN
LAURA (P.V.) INC. / LAURA'S SHOPPE (P.V.) INC., ITS DIRECTORS AND/OR OFFICERS**

The undersigned, KPMG Inc. (the "**Monitor**"), is the Court-appointed Monitor of Magasin Laura (P.V.) Inc. / Laura's Shoppe (P.V.) Inc. ("**Laura**") pursuant to an Initial Order rendered on August 12, 2015 by the Superior Court of Quebec (Commercial Division) (the "**Court**") in the above-mentioned proceedings (the "**CCAA Proceedings**").

The present documentation is delivered to you pursuant to an order of the Court dated September 11, 2015 (the "**Claims Procedure Order**") to assist you in filing a Proof of Claim to permit the Monitor and Laura to identify and quantify any and all Claims (as defined in the Claims Procedure Order) against Laura, its directors and/or officers. We enclose with this instruction letter a blank proof of claim form and a copy of the Claims Procedure Order.

FILING A PROOF OF CLAIM

Please note that the deadline for filing a Proof of Claim with the Monitor (the "**Claims Bar Date**") is:

- **October 21, 2015 at 5:00 PM (Montreal time); or**
- for creditors with Restructuring Claims (as defined in the Claims Procedure Order), **5:00 pm (Montréal time) on the later of (a) October 21, 2015 and (b) thirty (30) days after receipt by the Creditor of a notice from Laura giving rise to the Restructuring Claim.**

If you have a Claim against Laura, its directors and/or officers, you must complete, sign and provide to the Monitor a Proof of Claim with respect to such Claim(s) so that it is received by the Monitor on or before the Claims Bar Date. Otherwise such Claim(s) against Laura, its directors and/or officers will be forever barred and extinguished.

Please review all the enclosed documents carefully.

When submitting a Proof of Claim, you must attach any documents that support the Claim(s) and provide a description of the basis for the Claim(s).

A completed and signed Proof of Claim may be provided to the Monitor by e-mail at claimslaura@kpmg.ca, facsimile at (514) 840-2121, or by mail, courier or registered mail to the address set out below.

FURTHER INFORMATION

If you have any questions regarding the Claims Process or any of the enclosed forms, please contact KPMG Inc. at the following coordinates:

KPMG INC.

Court-appointed Monitor of Magasin Laura (P.V.) inc. / Laura's Shoppe (P.V.) inc..

Attention: Mr. Maxime Codère

Telephone: 514-940-7528

Fax: 514-840-2121

E-mail: mcodere@kpmg.ca

Additional Proof of Claim forms can be found on the Monitor's website at <http://www.kpmg.ca/laura-en> or obtained by contacting the Monitor at the coordinates indicated above and providing particulars as to your name, address, fax number and e-mail address.

KPMG INC., in its capacity as
Court-appointed Monitor of
Magasin Laura (P.V.) Inc. / Laura's
Shoppe (P.V.) Inc.