



**Attn: Trading and Market Making/Legal and Compliance/Operations/Systems
UNIFORM PRACTICE ADVISORY (UPC #16-24) 04/02/2024 Legacy IMBDS, Inc
[f/k/a iMedia Brands Inc] (IMBIQ)**

Notice has been received that the above Company's Fourth Amended Joint Plan of Reorganization became effective on 04/01/2024. On the Effective Date, Interests in Legacy IMBDS will be canceled, released, and extinguished, and will be of no further force or effect, and Holders of Interests in Legacy IMBDS will not receive any distribution on account such Interest in Legacy IMBDS. See the Company's Combined Joint Chapter 11 Plan of Liquidation for more details.¹

Members are reminded of their obligations under FINRA Rule 2111 if they continue to engage in transactions in the above security after the effective date.

Pursuant to FINRA Rule 11530, members are advised that, among other things, in contracts for securities where a public announcement or publication of general circulation discloses that the securities have been deemed worthless, deliveries shall consist a) the worthless securities or; or b) a Letter of Indemnity which shall grant the purchaser any rights and privileges which might accrue to the holders of the physical securities. Such deliveries shall operate to close-out the contract and shall be settled at the existing contract price pursuant to FINRA Rule 11530.

Questions regarding this notice should be directed to: FINRA Market Operations- 1-866-776-0800.

¹ See *e.g.*, In re: Legacy IMBDS, Inc., *et al.*, Debtors. Chapter 11 Case No. 23-10852 (KBO) (Jointly Administered). Combined Joint Chapter 11 Plan of Liquidation and Disclosure Statement of Legacy IMBDS, Inc and Its Debtor Affiliates.