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Steven B. Smith

Counsel for MyLife.com, Inc.

**UNITED STATES BANKRUPTCY COURT
SOUTHERN DISTRICT OF NEW YORK**

-----X		
In re:	:	Chapter 11
	:	
VELO HOLDINGS INC., <u>et al.</u> ,	:	Case No. 12-11384 (MG)
	:	
Debtors. ¹	:	Jointly Administered
	:	
-----X		

NOTICE OF APPEARANCE AND REQUEST FOR SERVICE OF DOCUMENTS

PLEASE TAKE NOTICE that the law firm of Edwards Wildman Palmer LLP hereby enters its appearance as counsel to MyLife.com, Inc. ("MyLife") pursuant to Rules 2002, 9007 and 9010(b) of the Federal Rules of Bankruptcy Procedure (the "Bankruptcy Rules") and Sections 342 and 1109(b) of Title 11 of the United States Code (the "Bankruptcy Code") and hereby requests that all notices given or required in these cases, and all documents, and all other papers served in these cases, be given to and served upon the following:

¹ The Debtors in these cases along with the last four digits of their federal tax identification number are: Velo Holdings Inc. (3155), V2V Holdings LLC (8801), Coverdell & Company, Inc. (4660), V2V Corp. (0857), LN, Inc. (8759), FYI Direct Inc. (2491), Vertrue LLC (6882), Idaptive Marketing LLC (3362), My Choice Medical Holdings, Inc. (5870), Adaptive Marketing LLC (6882), Interactive Media Group (USA) Ltd. (1016), Brand Magnet, Inc. (8978), Neverblue Communications, Inc. (7832), and Interactive Media Consolidated Inc. (0774).

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- and -

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PLEASE TAKE FURTHER NOTICE that, pursuant to Section 1109(b) of the Bankruptcy Code, the foregoing request includes not only the notices and papers referred to in the provisions of the Bankruptcy Code and Bankruptcy Rules specified above, but also includes, without limitation, orders and notices of any application, motion, petition pleading, request, complaint, or demand, whether formal or informal, whether written or oral, and whether transmitted or conveyed by mail, delivery, telephone, electronically or otherwise, which affects the above-captioned debtors and debtors-in-possession (collectively, the “Debtors”) or the property of the Debtors and their chapter 11 estate.

PLEASE TAKE FURTHER NOTICE that neither this notice nor any later appearance, pleading, claim, or suit shall waive any right (1) to have final orders in non-core matters entered only after *de novo* review by a United States District Court, (2) to trial by jury in any proceeding so triable in these cases or in any case, controversy, or proceeding related to these cases, (3) to have a United States District Court withdraw the reference in any matter subject to mandatory or discretionary withdrawal, or (4) to any other rights, claims, actions, defenses, setoffs, or

recoupments to which MyLife is, or may be, entitled under agreements, in law or in equity, all of which rights, claims, actions, defenses, setoffs, and recoupments are expressly reserved.

Dated: New York, NY
April 23, 2012

Respectfully submitted,

EDWARDS WILDMAN PALMER LLP

By: _____

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CERTIFICATE OF SERVICE

I hereby certify that, on this 25th day of April, 2012, a true and correct copy of the foregoing *Notice of Appearance and Request for Service of Documents* was served electronically upon all counsels of record using the Court's CM/ECF system and was also served via first class mail upon each of the parties listed on the attached Service List.

Respectfully submitted,

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