

**IN THE UNITED STATES BANKRUPTCY COURT
FOR THE DISTRICT OF DELAWARE**

In re:)	Chapter 11
)	
FRIENDLY ICE CREAM CORPORATION, <i>et al.</i> , ¹)	Case No. 11-13167 (KG)
)	
Debtors.)	Jointly Administered
)	
)	

**NOTICE OF DEADLINE OF FEBRUARY 13, 2012,
AT 5:00 P.M., PREVAILING EASTERN TIME,
TO FILE REQUESTS FOR ALLOWANCE OF
ADMINISTRATIVE CLAIMS**

PLEASE TAKE NOTICE THAT:

1. On December 27, 2011, the United States Bankruptcy Court for the District of Delaware (the “Court”) entered an order in the above-captioned chapter 11 cases (the “Administrative Claims Bar Date Order”) establishing February 13, 2012, at 5:00 p.m., prevailing Eastern Time (the “Administrative Claims Bar Date”), as the final date to file requests for the allowance of administrative expense claims arising prior to or on December 31, 2011.

2. Pursuant to the terms of the Administrative Claims Bar Date Order, and except as otherwise provided herein, each person and entity (including, without limitation, each individual, partnership, joint venture, corporation, limited liability company, estate, trust, or governmental unit) that holds or wishes to assert a claim (as defined in section 101(5) of the Bankruptcy Code) against the Debtors’ estates that: (a) may have arisen, accrued, or otherwise become due and payable on or after October 5, 2011 (the “Petition Date”), but prior to or on December 31, 2011; (b) is an allowable administrative expense claim under section 503(b) of the Bankruptcy Code; and (c) is entitled to first priority under section 507(a)(1) of the Bankruptcy Code (an “Administrative Claim”), must file an application requesting allowance of such Administrative Claims with respect to each such Debtor (an “Administrative Claims Request”). The Debtors anticipate setting a supplemental bar date for Administrative Claims incurred after December 31, 2011, but no such deadline has been established as of the date of this Notice.

¹ The Debtors in these chapter 11 cases, along with the last four digits of each Debtor’s federal tax identification number, include: Friendly Ice Cream Corporation (3130); Friendly’s Restaurants Franchise, LLC (3693); Friendly’s Realty I, LLC (2580); Friendly’s Realty II, LLC (2581); and Friendly’s Realty III, LLC (2583). The location of the Debtors’ corporate headquarters and the Debtors’ service address is: 1855 Boston Road, Wilbraham, Massachusetts 01095.

3. An Administrative Claims Request must be filed using a form prepared by the Debtors (an “Administrative Claims Request Form”) and available from Epiq Bankruptcy Solutions, LLC (“Epiq”), or in a format that is substantially similar to the Administrative Claims Request Form. The Administrative Claims Request Form is available from Epiq upon written request at the addresses listed directly below, on the Internet at <http://dm.epiq11.com/Friendlys>, or by phone at (866) 446-4667. For an Administrative Claims Request to be proper and allowed by the Court, it must (i) be duly executed; (ii) be written in English; (iii) set forth the Debtors’ names, chapter 11 case numbers, and all amounts claimed therein in United States dollars; and (iv) attach copies of any writings upon which the Administrative Claims Request is based and/or a brief summary of the grounds in support of such request. An Administrative Claims Request shall be considered timely filed only when actually received by Epiq Bankruptcy Solutions, LLC at the following addresses:

If by first-class mail:

Friendly Ice Cream Corporation Claims Processing Center
c/o Epiq Bankruptcy Solutions, LLC
FDR Station, P.O. Box 5285
New York, NY 10150-5285

If by hand delivery or overnight mail:

Friendly Ice Cream Corporation Claims Processing Center
c/o Epiq Bankruptcy Solutions, LLC
757 Third Avenue, 3rd Floor
New York, NY 10017

**PROOFS OF CLAIM SUBMITTED BY FACSIMILE OR
ELECTRONIC MAIL WILL NOT BE ACCEPTED.**

4. For purposes of the Administrative Claims Bar Date Order and this Notice, the term “claim” means: (a) any right to payment, whether or not such right is reduced to judgment, liquidated, unliquidated, fixed, contingent, matured, unmatured, disputed, undisputed, legal, equitable, secured, or unsecured; or (b) any right to an equitable remedy for breach of performance if such breach gives rise to a right to payment, whether or not such right to an equitable remedy is reduced to judgment, fixed, contingent, matured, unmatured, disputed, undisputed, secured, or unsecured.
5. Pursuant to the Administrative Claims Bar Date Order, the Administrative Claims Bar Date does not apply to: (i) administrative claims of professionals retained in these chapter 11 cases pursuant to sections 327, 328, or 330 of the Bankruptcy Code, which will be established by further Order of the Court, or 28 U.S.C. § 156(c), which will be paid in the ordinary course of business; (ii) expenses of members of the Official Committee of Unsecured Creditors; (iii) all fees payable and unpaid under 28 U.S.C. § 1930; (iv) administrative claims that have already been properly filed in compliance with the *Order Authorizing the Motion of Friendly Ice Cream Corporation, et al., for Entry of an Order*

(A) *Establishing Bar Dates for Filing Proofs of Claim, Including for Claims Under 11 U.S.C. § 503(B)(9)*, (B) *Approving the Form and Manner for Filing Proofs of Claim, and* (C) *Approving Notice Thereof* (the “General Claims Bar Date Order”) [Docket No. 437] or allowed by the Court; (v) administrative claims arising after December 31, 2011; (vi) obligations owed to the Office of the United States Trustee for the District of Delaware; or (vii) applications for administrative expenses arising under section 503(b)(9) of the Bankruptcy Code, which was previously the subject of the General Claims Bar Date Order.

6. Any holder of an Administrative Claim against the Debtors (an “Administrative Claimant”) who is required, but fails, to file a request for the allowance of an Administrative Claim in accordance with the Administrative Claims Bar Date Order on or before February 13, 2012, at 5:00 p.m., prevailing Eastern Time: (a) shall be forever barred, estopped, and enjoined from asserting such Administrative Claim against the Debtors (or filing a request for the allowance thereof), and the Debtors and their property shall be forever discharged from any and all indebtedness or liability with respect to such Administrative Claim; and (b) such Administrative Claimant shall not be permitted to participate in any distribution in the Debtors’ chapter 11 cases on account of such Administrative Claim or to receive further notices regarding such Administrative Claim.
7. You should not file a request for the allowance of an Administrative Claim if you do not have an Administrative Claim against any of the Debtors. The fact that you have received this Notice does not necessarily mean that you have an Administrative Claim or that either the Debtors or the Court believes that you have an Administrative Claim.
8. Copies of the Administrative Claims Bar Date Order are available for inspection during regular business hours at the office of the Clerk of the Bankruptcy Court, United States Bankruptcy Court for the District of Delaware, 5th Floor, 824 Market Street, Wilmington, Delaware 19801. In addition, copies of the Administrative Claims Bar Date Order may be obtained for a charge through Delaware Document Retrieval, 2 East 7th Street, 2nd Floor, Wilmington, Delaware 19801, or viewed on the Internet through the website of Epiq Bankruptcy Solutions, LLC, at <http://dm.epiq11.com/Friendlys> or through the Court’s website (<http://www.deb.uscourts.gov>) by following the directions for accessing the ECF system on such website.

Dated: December 30, 2011
Wilmington, Delaware

PACHULSKI STANG ZIEHL & JONES LLP

/s/ Kathleen P. Makowski

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