



James A. Stempel (admitted *pro hac vice*)  
Ross M. Kwasteniet (admitted *pro hac vice*)  
Jeffrey D. Pawlitz (admitted *pro hac vice*)  
**KIRKLAND & ELLIS LLP**  
300 North LaSalle  
Chicago, Illinois 60654  
Telephone: (312) 862-2000  
Facsimile: (312) 862-2200  
Email: james.stempel@kirkland.com  
ross.kwasteniet@kirkland.com  
jeffrey.pawlitz@kirkland.com

*Co-Counsel to the Debtors and Debtors in Possession*

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**AFFIDAVIT OF PUBLICATION**

**IN THE MATTER OF: In re: Friendly Ice Cream Corporation, et al.**

**STATE OF OREGON**

**ss:**

**COUNTY OF WASHINGTON**

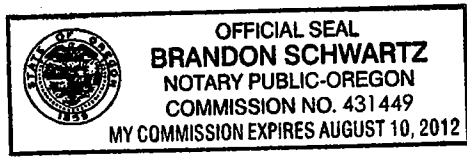
**I, Breona Lantz, being duly sworn, hereby certify that (a) I am the Media Coordinator at Epiq Systems Class Action & Claims Solutions, an noticing administrator and (b) that the Notice of which the annexed is a copy was published in the Wall Street Journal on January 10, 2012:**

X Breona Lantz  
(Signature)

Media Coordinator  
(Title)

Sworn to before me this: 12<sup>th</sup> day of January, 2012

Brandon Schwartz  
Notary Public



**AFFIDAVIT**

STATE OF TEXAS                    )  
  )  
CITY AND COUNTY OF DALLAS)

I, Jeff Aldridge, being duly sworn, depose and say that I am the Advertising Clerk of the Publisher of THE WALL STREET JOURNAL, a daily national newspaper of general circulation throughout the United States, and that the notice attached to this Affidavit has been regularly published in THE WALL STREET JOURNAL for National distribution for

1 insertion(s) on the following date(s):

JAN-10-2012;

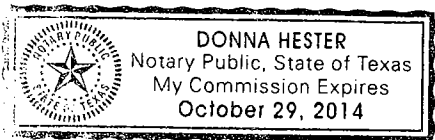
ADVERTISER: Friendly Ice Cream Corporation, et al.;

and that the foregoing statements are true and correct to the best of my knowledge.



Sworn to before me this  
10 day of January 2012

  
\_\_\_\_\_  
Notary Public



# BANKRUPTCIES

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

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

### NOTICE OF DEADLINE TO FILE REQUESTS FOR ALLOWANCE OF ADMINISTRATIVE CLAIMS

**THE ADMINISTRATIVE CLAIMS BAR DATE IS FEBRUARY 13, 2012,  
AT 5:00 P.M., PREVAILING EASTERN TIME.**

#### PLEASE TAKE NOTICE THAT:

**Entry of Administrative Claims Bar Date Order.** 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 against the above-captioned debtors and debtors in possession (collectively, the "Debtors") arising prior to or on December 31, 2011.

EXCEPT AS TO CERTAIN EXCEPTIONS EXPLICITLY SET FORTH IN THE ADMINISTRATIVE CLAIMS BAR DATE ORDER, ANY HOLDER OF AN ADMINISTRATIVE CLAIM AGAINST THE DEBTORS 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.

**Who Must File an Administrative Claims Request.** 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(f) 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, 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.

**Administrative Claims Request Form.** 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) and/or (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 sent by facsimile or electronic mail will NOT be accepted.*

**Additional Information.** 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.

<sup>1</sup>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.