



VERIFICATION OF PUBLICATION

**COMMONWEALTH OF VIRGINIA
COUNTY OF FAIRFAX**

Being duly sworn, Vanessa Salvo says that she is the principal clerk of USA TODAY, and is duly authorized by USA TODAY to make this affidavit, and is fully acquainted with the facts stated herein: on **Thursday July 20, 2023**, the following legal advertisement – **INSTANT BRANDS ACQUISITION HOLDINGS INC** was published in the national edition of USA TODAY.

Vanessa Salvo

Principal Clerk of USA TODAY
July 20, 2023

X GAMES

Action events in LA for 1st time since 2013

Anthony Gharib

USA TODAY

The X Games return to Southern California this week for the first time in 10 years.

The gnarliest tricks and flips on bikes and skateboards will be showcased at the Ventura County Fairgrounds & Events Center.

The event used to be held in Los Angeles each summer but has not been back since 2013.

Some of the most famous athletes to participate in the X Games will make their returns, including Nyjah Houston, who is competing in Men's Skateboard Street. Houston is in the middle of a comeback after tearing his anterior cruciate ligament last fall.

At 55 years old, legendary skater Tony Hawk will be in the broadcast booth for ESPN.

Here's everything you need to know about the X Games, ranging from the many competitions to how to watch.

What are the X Games?

Created in 1993, the X Games are action events held throughout the year that include skateboarding and BMX biking. There are also winter X Games

with skiing and snowboarding events. This year's X Games includes competitions with BMX bikes, skateboards and Moto X or off-road motorcycles.

The X Games bring together the top action athletes in the world to participate in various competitions. Participants can win bronze, silver and gold medals.

Shaun White and Garrett Reynolds are tied for the most X Games gold medals at 15. Reynolds can surpass that total this weekend as he participates in the Men's BMX Street and Real BMX Best Trick events.

When are the events?

Competitions will be held from Friday to Sunday.

Events run from 1:30 to 11:30 p.m. EDT on Friday, 1 to 11 p.m. EDT on Saturday and noon to 6 p.m. EDT on Sunday.

How can you watch the X Games?

The X Games will be broadcast across ABC, ESPN and ESPN2 for a combined 15.5 hours of live competition.

Streaming is also available on the X Games' YouTube channel and Twitch.

The streaming service Caffeine will also broadcast various events.

What competitions will be held?

BMX – Dirt, Dirt Best Trick, Monster Energy MegaPark, Park, Dave Mirra's BMX Park Best Trick, Street.

Skateboard – Park (Men's & Women's), Street (Men's & Women's), Street Best Trick (Men's & Women's), Monster Energy MegaPark, Pacifico Vert (Men's & Women's), Vert Best Trick.

Moto X – Best Trick, Best Whip, QuarterPipe High Air.

Each competition has its own way of determining winners.

Events with 10 or fewer participants are ranked by their highest scores during a specific number of runs or time limit.

For example, the BMX Dirt has a 20-minute jam run for eight athletes where the riders have as many attempts as possible to land their best trick within that time limit. The athlete with the best score is the winner. Only the Moto X Best Whip competition, which has eight participants, has two rounds similar to larger events.

Events with 11 or more participants go through "heats" or semifinals with a specific number of runs or time limit to determine who can move on to the final round.

For example, the men's and women's

skateboard park event has 12 participants. Two heats of six skaters take as many runs as possible within 18-minute jam sessions. The best scores move on to the finals.

Who are notable athletes participating in X Games California?

All-time X Games gold medalist Garrett Reynolds will have the chance to make history while defending his 2022 medal in BMX Street. Seven-time gold medalist Rob Adelberg is back after winning two gold medals last year in Moto X Best Trick and Freestyle.

There are four skateboarders from California under the age of 20 who will participate in the men's or women's skateboarding events: Gavin Bottger (16), Raphael Ueda (16), Minna Stress (17) and Bryce Wettstein (19), highlighting the Games' younger side.

Legendary skateboarder Nyjah Houston continues his journey back from a torn ACL. One of the best skateboarders in the world, Pedro Barros, will compete in the men's skateboard park event. In 2014, Barros became the second athlete in X Games history with at least seven consecutive gold or silver medals in the same event.

LEAGUES CUP EVERYTHING TO KNOW

MLS-Liga MX tournament set

Jim Reineking

USA TODAY

The burgeoning bromance between North America's top two men's professional soccer leagues takes a massive step with this year's edition of the Leagues Cup.

Previously played as a cozy, eight-team tournament, the Leagues Cup evolves into a bombastic 47-team competition featuring every MLS and Liga MX club. Both leagues will halt regular-season play for a month to complete the World Cup-style tournament.

The expanded Leagues Cup is just the latest step in the MLS and Liga MX partnership, which included two joint All-Star games (2021 and 2022) and the Campeones Cup, the annual showdown of reigning champions from each league (this year it will feature LAFC against Tigres on Sept. 27 at BMO Stadium in Los Angeles).

MLS Season Pass on Apple TV+ will broadcast games.

What is the Leagues Cup?

The Leagues Cup has been held twice before (2019 and 2021) with limited participation from MLS and Liga MX teams. This year every team from both leagues will take part in the tournament.

The 29 MLS and 18 Liga MX clubs were divided into 15 groups in four regions: East, Central, South and West. The group stage starts Friday and continues until July 31. The top two finishing teams from each group – with the exception of Group 1 in the South Region – will advance to the single-elimination knockout rounds, which start Aug. 2. The final will be held Aug. 19.

Los Angeles FC – the 2022 MLS Cup champion – and Pachuca – the Liga MX champion with the most combined points accumulated across the Clausura and Apertura seasons in the 2022 calendar year – earned byes for the group stage and will enter the competition during the knockout stage.

Automatic qualification to the Round of 16 of the Concacaf Champions League goes to the tournament winner. The Leagues Cup runner-up as well as the third-place match winner qualify for the Champions League, too.

Will Lionel Messi play?

Lionel Messi, who finally signed with Inter Miami CF and was introduced to his new home crowd in the rain at DRV



LAFC's Denis Bouanga, right, and Club León's Jaime Barreiro battle in the Champions League final. KIRBY LEE/USA TODAY SPORTS

PNK Stadium on Sunday night, will debut with his new team in the 2023 Leagues Cup. The seven-time Ballon d'Or winner revealed last month he would play in the U.S. for David Beckham's MLS club, but the deal wasn't finalized for weeks.

Group stage will have no ties

A victory in regulation will count as three points. For games tied after 90 minutes, each team will receive one point and the winner of the subsequent penalty shootout will earn an additional point.

Where will games be?

All 77 matches will be held either in the U.S. or Canada.

Starting with the Round of 16, matches between two MLS clubs will be hosted by the club with the better finish in the 2022 Supporters' Shield standings. Matches between two Liga MX clubs will be hosted at a venue designated by the tournament organizing committee.

Here is the pool of regional venues for matches between two Liga MX clubs during the knockout rounds:

- **East:** Red Bull Arena (Harrison, N.J.), Subaru Park (Chester, Pennsylvania), Audi Field (Washington, D.C.).
- **Central:** SeatGeek Stadium (Bridgeview, Illinois), Toyota Stadium (Frisco, Texas), Dick's Sporting Goods Park (Commerce City, Colorado), Shell Energy Stadium (Houston).
- **South:** Q2 Stadium (Austin, Texas), Toyota Stadium (Frisco, Texas), Exploria Stadium (Orlando, Florida).
- **West:** BMO Stadium (Los Angeles), Dignity Health Sports Park (Carson, California), America First Field (Salt Lake City), PayPal Park (San

Jose, California).

How teams qualified

Every MLS and Liga MX team qualified. However, teams were seeded based on previous seasons' standings. MLS clubs ranked 2 to 16 based on 2022 Supporters' Shield finish were seeded first in each group. Liga MX clubs ranked 2 to 16 based on total combined points from Clausura 2022 and Apertura 2022 campaigns will be in the second position in each group, opposite the MLS rankings (for example, Liga MX's 16 seed – Tijuana – was placed in a group with the MLS 2 seed – Philadelphia Union).

How were clubs seeded?

MLS seeds
1, Los Angeles FC (bye); 2, Philadelphia Union; 3, CF Montréal; 4, Austin FC; 5, New York City FC; 6, New York Red Bulls; 7, FC Dallas; 8, Los Angeles Galaxy; 9, Nashville SC; 10, FC Cincinnati; 11, Minnesota United FC; 12, Inter Miami CF; 13, Orlando City SC; 14, Real Salt Lake; 15, Portland Timbers; 16, Columbus Crew.

Unseeded: Vancouver Whitecaps FC, Colorado Rapids, Charlotte FC, New England Revolution, Seattle Sounders FC, Sporting Kansas City, Atlanta United, Chicago Fire FC, Houston Dynamo FC, San Jose Earthquakes, Toronto FC, D.C. United, St. Louis City SC

Liga MX seeds
1. Pachuca (bye); 2, Club América; 3, Tigres UANL; 4, CF Monterrey; 5, Santos Laguna; 6, Cruz Azul; 7, Club Puebla; 8, Chivas Guadalajara; 9, Toluca; 10, Club León; 11, Necaxa; 12, Atlético San Luis; 13, Atlas; 14, Mazatlán; 15, UNAM Pumas; 16, Tijuana.

Unseeded: Juárez, Querétaro.

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NOTICES

LEGAL NOTICE

IN THE UNITED STATES BANKRUPTCY COURT
FOR THE SOUTHERN DISTRICT OF TEXAS
HOUSTON DIVISION

In re: Chapter 11
INSTANT BRANDS ACQUISITION HOLDINGS INC., et al., Case No. 23-90716 (DRJ)
Debtors.¹ (Jointly Administrated)

NOTICE OF SALE, BIDDING PROCEDURES, AUCTION, AND SALE HEARING

PLEASE TAKE NOTICE that the above-captioned debtors and debtors in possession (collectively, the "Debtors") each filed a voluntary petition for relief under chapter 11 of title 11 of the United States Code in the United States Bankruptcy Court for the Southern District of Texas (the "Court") on July 12, 2023.

PLEASE TAKE FURTHER NOTICE that, on June 30, 2023, the Debtors filed a motion (the "Motion") with the Court seeking entry of orders, among other things, approving (a) procedures for the solicitation of bids in connection with the Sale Transaction and the Auction (the "Bidding Procedures"); (b) the form and manner of notice related to the Sale Transaction, and (c) procedures for the assumption and assignment of contracts and leases in connection with the Sale Transaction.

PLEASE TAKE FURTHER NOTICE that, on July 12, 2023, the Court entered an order (the "Bidding Procedures Order") approving, among other things, the Bidding Procedures, which establish the key dates and times related to the Sale Transaction and the Auction. The Bidding Procedures also provide that the Debtors may consider competing bids in the form of Chapter 11 Plan Bids that contemplate Chapter 11 Plan Transactions. All parties interested in bidding should carefully read the Bidding Procedures Order and the Bidding Procedures in their entirety.²

Contact Persons for Parties Interested in Submitting a Bid

The Bidding Procedures set forth the requirements for submitting a Qualified Bid, and any person interested in making an offer to purchase the Bid Assets (or any lot thereof) must comply strictly with the Bidding Procedures. Only Qualified Bids will be considered by the Debtors, in accordance with the Bidding Procedures.

Any interested bidder should contact, as soon as practicable:

GUGGENHEIM SECURITIES, LLC
330 Madison Avenue
New York, New York 10017

Attn: Jonathan Wober (jonathan.wober@guggenheimpartners.com; (tel.) +1 (212) 823-6780)

Robert Ramirez (robert.ramirez@guggenheimpartners.com; (tel.) +1 (212) 823-6688)

Drew Heimlich (drew.heimlich@guggenheimpartners.com; (tel.) +1 (212) 699-2078)

Denys Levin (denys.levin@guggenheimpartners.com; (tel.) +1 (212) 823-6792)

Andrew Herrera (andrew.p.herrera@guggenheimpartners.com; (tel.) +1 (212) 801-8960)

Obtaining Additional Information

Copies of the Motion and the Bidding Procedures Order, as well as all related exhibits (including the Bidding Procedures) and all other documents filed with the Court, are available free of charge on the Debtors' case information website located at <https://dm.epiq11.com/InstantBrands> or can be requested by email at InstantBrandsInfo@epiqglobal.com.

Important Dates and Deadlines³

- Indication of Interest Deadline.** The deadline for Potential Bidders to submit non-binding indications of interest to Guggenheim Securities is **July 21, 2023 at 3:00 p.m. (prevailing Central Time)**.
- Bid Deadline.** The deadline to submit a Qualified Bid is **September 7, 2023 at 3:00 p.m. (prevailing Central Time)**.
- Auction.** In the event that the Debtors timely receive more than one Qualified Bid for the Bid Assets, and subject to the satisfaction of any further conditions set forth in the Bidding Procedures, the Debtors intend to conduct an Auction for the Bid Assets. The Auction, if one is held, will commence on **September 11, 2023 at 10:00 a.m. (prevailing Eastern Time)** at the offices of Davis Polk & Wardwell LLP, 450 Lexington Avenue, New York, New York 10017.
- Auction and Sale Objections Deadline.** The deadline to file an objection with the Court to the Sale Order, the conduct of the Auction, or the Sale Transaction (collectively, the "Sale Objections") is **September 13, 2023 at 4:00 p.m. (prevailing Central Time)** (the "Sale Objection Deadline").
- Sale Hearing.** A hearing (the "Sale Hearing") to consider the proposed Sale Transaction will be held before the Court on **September 14, 2023 at 9:00 a.m. (prevailing Central Time)** or such other date as determined by the Court.

Filing Objections

Sale Objections, if any, must (a) be in writing, (b) state, with specificity, the legal and factual bases thereof, (c) comply with the Bankruptcy Code, Bankruptcy Rules, Local Rules, and Complex Procedures, (d) be filed with the Court no later than the Sale Objection Deadline, and (e) no later than the Sale Objection deadline, be served on (i) proposed counsel to the Debtors, (ii) Davis Polk & Wardwell LLP, 450 Lexington Avenue, New York, New York 10017, Attn: Brian M. Resnick, Steven Z. Szanzer, and Joanna McDonald and (2) Haynes & Boone, LLP, 1221 McKinney Street, Suite 4000, Houston, Texas 77010, Attn: Charles A. Beckham, Jr., Arsalan Muhammad, and David A. Trausch, (iii) counsel to the Term DIP Secured Parties, Ropes & Gray LLP, 2211 Avenue of the Americas, New York, New York 10003, Attn: Ryan Preston Dahl, Matthew M. Ross, Daniel Given, Lindsay C. Barca, and Eric P. Schriesheim, (iii) counsel to the ABL DIP Agent, Skadden, Arps, Slate, Meagher & Flom LLP, 155 N. Wacker Drive, Chicago, Illinois 60606, Attn: James J. Mazza, Jr. and Robert E. Fitzgerald, (iv) counsel to the Committee, DLA Piper LLP (US), 1251 Avenue of the Americas, 27th Floor, New York, New York 10020, Attn: Dennis O'Donnell and Oksana Lashko, and (v) the U.S. Trustee, 515 Rusk Street, Suite 3516, Houston, Texas 77002, Attn: Jayson B. Ruff and Vianey Garza.

CONSEQUENCES OF FAILING TO TIMELY ASSERT AN OBJECTION

Any party or entity who fails to timely make an objection to the Sale Transaction on or before the Sale Objection Deadline is deemed to have waived its right to object to the Sale Transaction and is forever barred from asserting any objection to the Sale Transaction, including with respect to the transfer of the assets free and clear of all liens, claims, encumbrances, and other interests.

NO SUCCESSOR LIABILITY

Instant Brands is a company that designs, manufactures, and markets a global portfolio of innovative and iconic consumer lifestyle brands, including Instant®, Pyrex®, Corolle®, Corningware®, Snapware®, Chicago Cutlery®, and Visions®. With people-first and purpose-driven solutions in mind, Instant Brands is reimagining how people live, eat, connect, and play inside the home—and in the spaces where people gather. Headquartered in Downers Grove, Illinois, Instant Brands sells its products worldwide, employs more than 2,000 people, and operates in several countries outside the United States, including Canada, Singapore, England, South Korea, Australia, Taiwan, and China. For more information on the Debtors' businesses or their products, refer to the Declaration of Adam Hollerbach as Chief Restructuring Officer of the Debtors in Support of Debtors' Chapter 11 Proceedings and First Day Pleadings (Docket No. 39). The assets sold in the Sale Transaction will be free and clear of, among other things, any claim arising from any conduct of the Debtors prior to the closing of the Sale Transaction, whether known or unknown, whether due or to become due, whether accrued, absolute, contingent, or otherwise, so long as such claim arises out of or relates to events occurring prior to the closing of the Sale Transaction. Accordingly, as a result of the Sale Transaction, the Successful Bidder will not be a successor to any of the Debtors by reason of any theory of law or equity, and the Successful Bidder will have no liability, except as expressly provided in a definitive agreement reached between the Debtors and the Successful Bidder, for any liens, claims, encumbrances, and other interests against or in any of the Debtors under any theory of law, including successor liability theories.

Dated: July 13, 2023, Houston, Texas, HAYNES AND BOONE, LLP, */s/ Charles A. Beckham, Jr.*, Charles A. Beckham, Jr. (TX Bar No. 02016680), Arsalan Muhammad (TX Bar No. 24074771), David A. Trausch (TX Bar No. 24113513), 1221 McKinney Street, Suite 4000, Houston, Texas 77010, Tel: (713) 547-2000, Email: charles.beckham@haynesboone.com, arsalan.muhammad@haynesboone.com, david.trausch@haynesboone.com –and– DAVIS POLK & WARDWELL LLP, Brian M. Resnick (admitted pro hac vice), Steven Z. Szanzer (admitted pro hac vice), Joanna McDonald (admitted pro hac vice), 450 Lexington Avenue, New York, New York 10017, Tel.: (212) 450-4000, Email: brian.resnick@davispolk.com, steven.szanzer@davispolk.com, joanna.mcdonald@davispolk.com, Proposed Counsel to the Debtors and Debtors in Possession

¹ The debtors and debtors in possession in these chapter 11 cases, along with the last four digits of their respective employer identification numbers or registration numbers in the applicable jurisdictions, are as follows: Instant Brands (Texas) Inc. (2526); Instant Brands Acquisition Holdings Inc. (9089); Instant Brands Acquisition Intermediate Holdings Inc. (3303); Instant Brands Holdings Inc. (3318); URS-1 (Charleroi) LLC (2347); Instant Brands LLC (0566); URS-2 (Corning) LLC (8085); Corolle Brands (Latin America) LLC (8862); EKCO Group, LLC (7167); EKCO Housewares, Inc. (0216); EKCO Manufacturing of Ohio, Inc. (7300); Corolle Brands (Canada) Inc. (5817); Instant Brands (Canada) Holding Inc. (4481); Instant Brands Inc. (8272); and Corolle Brands (GHC) LLC (9722). The address of the debtors' corporate headquarters is 3025 Highland Parkway, Suite 700, Downers Grove, IL 60515.

² Capitalized terms used but not otherwise defined herein shall have the meanings ascribed to them in the Motion or the Bidding Procedures, as applicable.

³ To the extent of any inconsistencies between the Bidding Procedures and the summary descriptions of the Bidding Procedures in this notice, the terms of the Bidding Procedures shall control in all respects.

⁴ Guggenheim Securities, LLC, in its capacity as the Debtors' proposed investment banker, is referred to herein as "Guggenheim Securities."

⁵ The following dates and deadlines may be extended by the Debtors or the Court pursuant to the terms of the Bidding Procedures and the Bidding Procedures Order.

ONE CALL DOES IT ALL!

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& Internet Banners, Too!