

**IN THE UNITED STATES BANKRUPTCY COURT  
FOR THE SOUTHERN DISTRICT OF NEW YORK**

In re  
General Media, Inc., et al.,  
  
Debtors.

Chapter 11  
  
Case Nos. 03-15078 (SMB)  
Jointly Administered

**NOTICE OF COMMENCEMENT OF CASES UNDER CHAPTER 11  
OF THE BANKRUPTCY CODE, MEETING OF CREDITORS, AND DEADLINES**

<b>DEBTOR NAME</b>	<b>CASE NO.</b>	<b>TAX ID NO.</b>	<b>ADDRESS</b>
General Media, Inc.	03-15078 (SMB)	13-3750988	11 Penn Plaza 12th Floor, New York, NY 10001
General Media Art Holding, Inc.	03-15080 (SMB)	13-4042637	11 Penn Plaza 12th Floor, New York, NY 10001
General Media Communications, Inc.	03-15083 (SMB)	13-3502237	11 Penn Plaza 12th Floor, New York, NY 10001
General Media Entertainment, Inc.	03-15086 (SMB)	13-3592960	11 Penn Plaza 12th Floor, New York, NY 10001
General Media (UK), Ltd.	03-15090 (SMB)	13-2253929	11 Penn Plaza 12th Floor, New York, NY 10001
GMCI Internet Operations, Inc.	03-15091 (SMB)	13-4097655	11 Penn Plaza 12th Floor, New York, NY 10001
GMI On-Line Ventures, Ltd.	03-15093 (SMB)	13-4097656	11 Penn Plaza 12th Floor, New York, NY 10001
Penthouse Images Acquisitions, Ltd.	03-15094 (SMB)	13-3599228	11 Penn Plaza 12th Floor, New York, NY 10001
Pure Entertainment Telecommunications, Inc.	03-15096 (SMB)	13-3164366	11 Penn Plaza 12th Floor, New York, NY 10001

**Name and Address of Attorneys for Debtors:**

**Pachulski, Stang, Ziehl, Young, Jones & Weintraub P.C.**  
**Robert J. Feinstein (RF 2836)**  
**Maria A. Bove (MB 8687)**  
**461 Fifth Avenue**  
**New York, NY 10017-6234**

**Telephone Number: (212) 561-7000**  
**Fax Number: (212) 561-7777**

**DATE, TIME AND LOCATION OF  
SECTION 341(a) MEETING OF CREDITORS**

**Date: October 20, 2003      Time: 3:00 p.m.**  
**Location:      Office of the United States Trustee**  
**80 Broad Street**  
**2nd Floor**  
**New York, NY 10004**  
**(212) 510-0500**

<p><b>Name and Address of Clerk of Court (where Proofs of Claim may be hand delivered or sent by overnight courier):</b></p> <p>United States Bankruptcy Court Clerk  Southern District of New York  Re: General Media, Inc. Processing  One Bowling Green, Room 534  New York, NY 10004-1408</p> <p>Website Address: <a href="http://www.nysb.uscourts.gov">www.nysb.uscourts.gov</a></p>	<p><b>Name and Address of Clerk of Court (where Proofs of Claim should be filed by mail):</b></p> <p>United States Bankruptcy Court Clerk  Southern District of New York  Re: General Media, Inc. Processing  Bowling Green Station  P.O. Box 5021  New York, NY 10274-5021</p> <p>Telephone Number: (877) 824-2870</p>
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**COMMENCEMENT OF CASE.** On August 12, 2003, petitions for relief under chapter 11 of the Bankruptcy Code were filed in this Court by each of the Debtors named above and orders for relief were entered. You may be a creditor of one or more of the Debtors. *You will not receive notice of all documents filed in these cases.* At this time, all documents filed with the Court, including Schedules of the Debtors' assets and liabilities, are or will be available for inspection at the Office of the Clerk of the Bankruptcy Court or by contacting The Garden City Group, Inc. ("GCG"), the Claims Agent of the Court, at the toll free phone number listed above (877) 824-2870. In addition, such documents are available from the Court's website at [www.nysb.uscourts.gov](http://www.nysb.uscourts.gov). A PACER password is needed to access this information, and can be obtained from the PACER Service Center at [www.pacer.psc.uscourts.gov](http://www.pacer.psc.uscourts.gov). **NOTE:** Neither the staff of the Clerk of the Bankruptcy Court nor The Garden City Group, Inc., is permitted to give legal advice. You may want to consult an attorney to protect your rights.

**CREDITORS MAY NOT TAKE CERTAIN ACTIONS.** A creditor is anyone to whom a debtor owes money or property. Under the Bankruptcy Code, the Debtors are granted certain protections against creditors. Common examples of prohibited actions by creditors are contacting the Debtors to demand repayment, taking action against the Debtors to collect money owed to creditors or to take property of the Debtors, and starting or continuing foreclosure actions or repossessions. If unauthorized actions are taken by a creditor against the Debtors, the Court may penalize that creditor. A creditor who is considering taking action against the Debtors or the property of the Debtors should review Section 362 of the Bankruptcy Code and may wish to seek legal advice.

**MEETING OF CREDITORS.** The Debtors' representative, as specified in Bankruptcy Rule 9001(5), is required to appear at the meeting of creditors on the date and at the place set forth herein for the purpose of being examined under oath. Attendance by creditors at the meeting is welcomed, but not required. At the meeting, the creditors may examine the Debtors and transact such other business as may properly come before the meeting. The meeting may be continued or adjourned from time to time by notice at the meeting, without further written notice to creditors.

**PROOFS OF CLAIM.** Schedules of creditors will be filed pursuant to Bankruptcy Rule 1007 and the Local Rules of the Bankruptcy Court for the Southern District of New York. Any creditor holding a scheduled claim that is not listed as disputed, contingent or unliquidated as to amount may, but is not required to, file a proof of claim or interest in these cases. Creditors whose claims are either (i) not scheduled, (ii) scheduled inaccurately, or (iii) whose claims are listed as disputed, contingent or unliquidated as to amount and who desire to participate in the cases or share in any distribution must file their proofs of claim. A creditor who desires to rely on the schedule of creditors has the responsibility for determining that the claim is listed accurately. **Separate notice of the deadlines to file proofs of claim forms will be provided to the Debtors' known creditors.** Proof of claim forms are also available in the clerk's office of any bankruptcy court. Proofs of claim forms are also available from the Court's website at [www.nysb.uscourts.gov](http://www.nysb.uscourts.gov).

**PURPOSE OF CHAPTER 11 FILING.** Chapter 11 of the Bankruptcy Code enables a debtor to reorganize pursuant to a plan. A plan is not effective unless approved by the Court at a confirmation hearing. Creditors will be given notice concerning any plan, or in the event that any of these cases is dismissed or converted to another chapter of the Bankruptcy Code.

**DISCHARGE OF DEBTS.** Confirmation of a chapter 11 plan may result in a discharge of debts, which may include all or part of your debt. See § 1141(d) of the Bankruptcy Code. A discharge means that you may never try to collect the debt from the debtor, except as provided in the plan.

Date: September 29, 2003

FOR THE COURT BY: /s/ Kathleen Farrell  
Clerk of the United States Bankruptcy Court  
for the Southern District of New York