

## DailyDAC's Premium Public Notice Service

### What is DailyDAC's Premium Public Notice Service?

It is a service that allows fiduciaries (e.g. Chapter 11 debtors-in-possession and committees; trustees, receivers, assignees), secured lenders selling collateral under UCC Article 9, and auctioneers to advertise auctions to a very large and relevant group of potential bidders.

The growing list of firms that have decided to utilize DailyDAC's PPN Service includes:

- Adelman & Gettleman
- Big Shoulders Capital
- Buchwald Capital (as Chapter 7 Trustee)
  - Commercial Recovery Services
- Development Specialists, Inc.
- KCP Advisory Group
- Keen-Summit Consulting
- Kirkland & Ellis
- Loeb Equipment
- Sugar Felsenthal Grais & Hammer

### Where do DailyDAC's Premium Public Notice Service ads appear?

Premium Public Notice Service ads appear in **DACyak Weekly Digest** on DailyDAC.com and CommercialBankruptcyInvestor.com

**DailyDAC Weekly Digest**, an electronic newsletter, is sent every week to tens of thousands of opt-in subscribers -- including thousands of restructuring and private equity professionals -- who have a demonstrated interest in buying distressed assets and investing in insolvent companies.

DailyDAC.com and CommercialBankruptcyInvestor.com are websites that receive thousands of weekly visitors seeking information on such sakes about bankruptcy, restructuring, and insolvency topics generally.

### How much does a DailyDAC Premium Public Notice Service ad cost?

Pricing is straightforward and far less expensive than newspaper advertising: an ad for a single auction costs \$800 for one week. Each additional week is only \$250.

### How does one place an ad?

Placing a Premium Public Notice Service ad is fast and easy. Ads are published on our websites within one day of being accepted for publication and are published (often the next day) in the **DACyak Weekly Digest**, our e-newsletter. The newsletter is published every Tuesday at 3 pm CT and ads accepted by 5 pm CT the day prior will be published in that edition.

To place an ad, simply email [info@dailydac.com](mailto:info@dailydac.com). You may also contact Christopher Cahill at [ccahill@financialpoise.com](mailto:ccahill@financialpoise.com).

## **What is the difference between DailyDAC's Premier Public Notice Service and DailyDAC's Opportunistic Deal Database?**

The *Opportunistic Deal Database* exists behind a paywall and is accessible only to paying subscribers (limited to no more than 200 at any time). Sellers can list their deals at no charge and DailyDAC's research team culls information from a multitude of sources to present opportunities involving upcoming plant closings, mass layoffs, bond rating downgrades, sales by assignees/trustees/debtors-in-possession/receivers/secured creditors/auctioneers/investment bankers/business brokers, and other urgent, time sensitive situations

The Premium Public Notice Service allows sellers to place ads for a fee that are viewable by tens of thousands of opt-in subscribers to the *DailyDAC Weekly Digest* newsletter and to all visitors on [DailyDAC.com](http://DailyDAC.com) and [CommercialBankruptcyInvestor.com](http://CommercialBankruptcyInvestor.com)

## **What do some customers think?**

"While a newspaper ad may satisfy our minimum legal obligation, I know that the incremental cost of also advertising using DailyDAC's premium public notice service is money well spent because of its national and international reach among interested buyers."

***-Howard Samuels, Rally Capital Services, LLC***

"DailyDAC is easy to use, inexpensive, and effective."

***-Robert Handler, Commercial Recovery Associates***

"Traditional newspaper advertising for public auctions has several disadvantages in reaching the buyer marketplace which is nationwide: they are costly, they take too much lead time, and a small percentage of people actually read their local newspaper with a smaller subset of them caring about these ads. I have found DailyDAC's premium public notice service addresses all of these problems. Its service is inexpensive, ads typically can go on-line the same day, and its opt-in newsletter goes out to tens of thousands of people who subscribe with a clear interest in such sales."

***-Jacen Dinoff, KCP Advisory Group LLC***

"Undoubtedly DailyDAC's premium public notice service is an excellent way to make sure that a sale of a troubled company is marketed to a large and relevant audience of potential buyers in a commercially reasonable sale"

***-Alex Mazer, Big Shoulders Capital, LLC***

## What's wrong with newspapers alone?

General circulation newspapers reach a broad but unfocused audience; most readers just don't care about public auctions of commercial assets. Moreover, most newspapers' geographic reach is limited, their ads are expensive, and there is significant lead time from the time you place the ad to the time it runs.

Placing a DailyDAC Premium Public Notice Ad is a smart supplement to other marketing activities and may just be the difference between a court finding that notice was -- or was not -- conducted in a commercially reasonable manner.

Using DailyDAC's Premium Public Notice Service in conjunction with newspaper notice can also save money because it enables the newspaper ad to be shorter, since it can refer the reader to DailyDAC's website for fuller information.

To illustrate this, here is an example: the following, one column ad, published in the February 21st and 24th 2016 editions of the Chicago Tribune at a cost \$1,400.

### **NOTICE OF BANKRUPTCY AUCTION**

Agri-Fine, Inc. the country's largest producer of acidulated soapstock, which filed for protection under chapter 11 of the U.S. Bankruptcy Code (Bankr. N.D. Ill. Case No. 15-41000) on December 2, 2015 is making its assets available for sale at an auction under Bankruptcy Code § 363, scheduled for March 10th, 2016, in Chicago, Illinois. The Company produces an all-vegetable, virgin oil from a co-product, soapstock, which originates from food-oil refineries such as corn, canola, and soy. The Company has a capacity to process 3,000 metric tons of soapstock a week, owns a 4-5 acre parcel of real estate in Chicago, and operates a newly overhauled plant in a 19,000 sf space. For more information, please visit [www.dailydac.com/commercialbankruptcy/investors/](http://www.dailydac.com/commercialbankruptcy/investors/) or contact Michael Goldman and Jonathan Friedland by email at [michaelgoldman@mindspring.com](mailto:michaelgoldman@mindspring.com) and [jfriedland@sugarfgh.com](mailto:jfriedland@sugarfgh.com)

In contrast, the following ad ran for three consecutive weeks in **DailyDAC Weekly Digest**, and was featured on DailyDAC.com, and on CommercialBankruptcyInvestor.com for two continuous weeks for \$1,050 (and, unlike the Trib and most newspapers, the cost is not based on number of lines, so it could have been much longer at no additional cost):



**NOTICE OF PUBLIC SALE: KCP ADVISORY AND SUGAR FELSENTHAL GRAIS & HAMMER ANNOUNCE AUCTION PURSUANT TO BANKRUPTCY CODE §363 OF ALL THE ASSETS OF AGRI-FINE, INC., THE COUNTRY'S LARGEST PRODUCER OF ACIDULATED SOAPSTOCK**

Agri-Fine, Inc. the country's largest producer of acidulated soapstock, is making its assets available for sale at an auction scheduled for March 10th, 2016, in Chicago Illinois. Parties interested in learning more about this investment opportunity are encouraged to contact the Company's professional advisors immediately. The Company produces an all-vegetable, virgin oil from a co-product, soapstock, which originates from food-oil refineries such as corn, canola, and soy. The Company has a capacity to process 3,000 metric tons of slapstick per week, owns a 4-5 acre parcel of real estate in Chicago, IL, and operates a newly overhauled plant and equipment in a 19,000 sf building space. The plant contains 24 new processing reactors, 4 new raw material feedstock storage tanks with 178,000 gallon capacity each. The Company also has a state of the art quality control laboratory, railroad and truck unloading systems with scales and load-out, and includes eco-friendly additions. Recent volatility in crop and oil prices has led company to seek a sale of its assets through a bankruptcy auction process. For a full copy of the Company's sale teaser, please contact Michael Goldman and Jonathan Friedland by email at [michaelgoldman@mindspring.com](mailto:michaelgoldman@mindspring.com); and [jfriedland@sugarfgh.com](mailto:jfriedland@sugarfgh.com) .