

Chapter 11 Claims 'Bar Date' Set for November 16, 2009

November 16, 2009 at 5:00 p.m. Pacific Time has been set as the deadline for creditors to file Proofs of Claim based on claims that arose before The Reader's Digest Association, Inc. (RDA) filed for Chapter 11 on August 24, 2009. A separate deadline of **February 20, 2010** at 5 p.m. Pacific Time has been set as the deadline for governmental units to file Proofs of Claim. The deadline is commonly referred to as the "Bar Date." Parties must submit their Proofs of Claim before the Bar Date; otherwise they will not be able to file their potential claim.

Who are the Debtors?

The "Debtors" are RDA and its U.S. affiliates who also filed Chapter 11. To view a list of the Debtors, please see page 2 of the Bar Date Notice or page 2 of the Proof of Claim form.

People Who Do Not Need to File Proofs of Claim:

You do not need to file a Proof of Claim by the Bar Date if:

- Your claim has already been paid in full;
- You have already filed a Proof of Claim;
- Your claim is correctly listed in the Debtors' Schedules of Assets and Liabilities AND is not listed as "disputed", "contingent", or "unliquidated" AND you agree with the dollar amount and listed of your claim as scheduled;
- One of the other "exceptions" described in the "Who Need Not File a Proof of Claim" section beginning on page 4 of the Bar Date Notice applies to you.

***** Please read the Bar Date Notice carefully to determine if you must file a Proof of Claim. You should consult with an attorney if you are unsure whether you need to file a Proof of Claim. A copy of the Bar Date Notice or Proof of Claim form is available at <http://www.kccllc.net/readers>. The Debtors cannot tell you whether or not you need to file a Proof of Claim.

What is a Bar Date?

A Bar Date is a deadline for filing a Proof of Claim. The Bar Date is set by Court order. If you do not file a Proof of Claim by the Bar Date, you will be barred from asserting your potential claim against the Debtors.

When is the Bar Date?

The Court set November 16, 2009 at 5:00 p.m. Pacific Time as the Bar Date for creditors and February 20, 2010 at 5:00 p.m. Pacific Time for Governmental agencies and units.

What is a Governmental Bar Date?

Government units/agencies typically have their own date. As mentioned above, the Governmental Bar Date for this case is February 20, 2010 at 5:00 p.m. Pacific Time.

What is a Proof of Claim form?

The Proof of Claim form is a fill-in-the-blank document that must be completed by the creditor or the creditor's legal counsel. Instructions for completing the Proof of Claim form appear on the back of the Proof of Claim form. You will also need to attach documentation substantiating your claim when you mail your Proof of Claim form. In some cases, the forms will arrive personalized with an amount filled in, which reflects the amount in the Debtors' Schedules of Assets and Liabilities.

Why did I receive a Proof of Claim form?

The Debtors mailed the Proof of Claim form to all known and potential creditors, including current and former vendors and employees.

Where can I find a copy of a Proof of Claim form?

A Proof of Claim form can be found at www.kccllc.net/readers or at the bankruptcy court's website at www.uscourts.gov/bkforms.

What is a "claim"?

A "claim" is a right to payment from the Debtors that arose before the company filed its Chapter 11 cases. Please review the Bar Date Notice for a more detailed description.

I received a Bar Date Notice and Proof of Claim form. Does this mean that I have a claim?

No. As a routine part of the Chapter 11 process, the Debtors must mail the Bar Date Notice to all known and potential creditors, including current and former vendors and employees who may have done business with the company before the filing. Receiving a Bar Date Notice does not necessarily mean you are owed money. In addition, you do not necessarily have a right to payment just because you received the Bar Date Notice and Proof of Claim form.

In the case of consumers of our products like our magazine subscribers, because the court has given us permission to honor all of our customer obligations, we did not intend to mail the Bar Date Notice to customers like you. If you received the notice and you are a consumer of one of our products, it is unlikely that you need to file a Proof of Claim but you should read the Notice carefully and call the Claims Agent if you have any questions.

What if I have a claim and do not file a Proof of Claim by the Bar Date?

You must submit your Proof of Claim form by the Bar Date or you will permanently lose your potential claim against the Debtors and will be barred from voting on any Chapter 11 Plan of Reorganization filed in these cases on account of such claim.

Can I get an extension?

No. The Bar Date was set by the Court, and all Proofs of Claim must be submitted and actually received by the Debtors on or before this time.

Can I e-mail or fax the Proof of Claim form?

No. You must mail or hand-deliver your Proof of Claim form to the address set forth below. E-mails and faxes will not be accepted and will not be deemed timely filed.

Can I send the Proof of Claim form to the Debtors?

No.

Where do I mail my Proof of Claim form?

You must mail your Proof of Claim form to:

Reader's Digest Claim Processing
c/o Kurtzman Carson Consultants LLC
2335 Alaska Avenue
El Segundo, California 90245

Does my Proof of Claim need to be received or stamped by the Bar Date?

Yes. Proofs of Claim must be mailed in enough time so that they are physically received on or before the Bar Date.

Where can I view a copy of the Schedules of Assets and Liabilities?

Copies of the Schedules are available from the Voting and Claims Agent by calling (866) 967-0491, emailing KCC_RDA@kccllc.com and/or visiting the Debtors' restructuring website at www.kccllc.net/readers. Additionally, a copy is available on the Court's Internet Website at www.nysb.uscourts.gov (a user ID and password are required and can be obtained through the PACER Service Center at www.pacer.psc.uscourts.gov).

You can also examine the Schedules between the hours of 9:00 a.m. and 4:30 p.m. (Eastern Time) at the Office of the Clerk of the Bankruptcy Court, One Bowling Green, Room 511, New York, New York 10004 or 300 Quarropas Street, Room 248, White Plains, New York 10601 or 355 Main Street, Poughkeepsie, New York 12601.

You can obtain copies of the Schedules by written request to Debtors' counsel at:

Kirkland & Ellis LLP
601 Lexington Avenue
New York, New York 10022

Whom do I call or email if I need more information?

The Debtors cannot provide legal advice, tell you how to complete your Proof of Claim form, or discuss your Scheduled claim. However, if you have specific questions that are not answered by the Bar Date Notice, the Proof of Claim form, or these FAQs, you may call or email: 866-967-0491; KCC_RDA@kccllc.com. Vendors can also call the vendor hotline: 1-800-243-0965 for U.S. entities and 1-414-209-3400 for non-U.S. entities.