B1 (Official Form 1) (4/10) United States Bankruptcy Court VOLUNTARY PETITION District of Delaware Name of Debtor (if individual, enter Last, First, Middle): Name of Joint Debtor (Spouse) (Last, First, Middle): Syms Advertising Inc. All Other Names used by the Debtor in the last 8 years All Other Names used by the Joint Debtor in the last 8 years (include married, maiden, and trade names): (include married, maiden, and trade names): Last four digits of Soc. Sec. or Individual-Taxpayer I.D. (ITIN)/Complete EIN Last four digits of Soc. Sec. or Individual-Taxpayer I.D. (ITIN)/Complete EIN (if more than one, state all) (if more than one, state all): Tax I.D. No. 22-2465234 Street Address of Debtor (No. and Street, City, and State): Street Address of Joint Debtor (No. and Street, City, and State): One Syms Way Secaucus, New Jersey ZIP CODE 07904 ZIP CODE County of Residence or of the Principal Place of Business: County of Residence or of the Principal Place of Business: Hudson Mailing Address of Debtor (if different from street address): Mailing Address of Joint Debtor (if different from street address): ZIP CODE ZIP CODE Location of Principal Assets of Business Debtor (if different from street address above): ZIP CODE Type of Debtor Nature of Business Chapter of Baukruptcy Code Under Which (Form of Organization) (Check one box.) the Petition is Filed (Check one box.) (Check one box.) Health Care Business Chapter 7 Chapter 15 Petition for Individual (includes Joint Debtors) Single Asset Real Estate as defined in Chapter 9 Recognition of a Foreign See Exhibit D on page 2 of this form. 11 U.S.C. § 101(51B) Chapter 11 Main Proceeding Chapter 12 Corporation (includes LLC and LLP) Railroad Chapter 15 Petition for ō Partnersh ip Stockbroker Chapter 13 Recognition of a Foreign Other (If debtor is not one of the above entities, Commodity Broker Nonmain Proceeding check this box and state type of entity below.) Clearing Bank v Other Nature of Debts (Check one box.) Tax-Exempt Entity (Check box, if applicable.) Debts are primarily consumer Debts are primarily debts, defined in 11 U.S.C. business debts. § 101(8) as "incurred by an Debtor is a tax-exempt organization under Title 26 of the United States individual primarily for a personal, family, or house-Code (the Internal Revenue Code). hold purpose. Filing Fee (Check one box.) Chapter II Debtors Check one box: \mathbf{Z} Full Filing Fee attached. Debtor is a small business debtor as defined in 11 U.S.C. § 101(51D). Debtor is not a small business debtor as defined in 11 U.S.C. § 101(51D). Filing Fee to be paid in installments (applicable to individuals only). Must attach Check If: signed application for the court's consideration certifying that the debtor is unable to pay fee except in installments. Rule 1006(b). See Official Form 3A. Debtor's aggregate noncontingent liquidated debts (excluding debts owed to insiders or affiliates) are less than \$2,343,300 (amount subject to adjustment Filing Fee waiver requested (applicable to chapter 7 individuals only). Must on 4/01/13 and every three years thereafter). attach signed application for the court's consideration. See Official Form 3B. Check all applicable boxes: A plan is being filed with this petition. Acceptances of the plan were solicited prepetition from one or more classes of creditors, in accordance with 11 U.S.C. § 1126(b) Statistical/Administrative Information THIS SPACE IS FOR COURT USE ONLY Debtor estimates that funds will be available for distribution to unsecured creditors. Ż Debtor estimates that, after any exempt property is excluded and administrative expenses paid, there will be no funds available for distribution to unsecured creditors. Estimated Number of Creditors (consolidated with affiliates) v п П П П 0- 49 5,001-50-99 100-199 1,000-10,001-25,001-50,001-200-999 Очет 5,000 10,000 25,000 50,000 100,000 100,000 Estimated Assets (consolidated with affiliates) П П П П \$0 to \$50,001 to \$100,001 to \$500,001 \$1,000,001 \$10,000,001 \$50,000,001 \$100,000,001 \$500,000,001 More than \$50,000 \$100,000 \$500,000 to \$1 to \$10 to \$50 to \$100 to \$500 to \$1 billion \$1 billion million million million million million Estimated Liabilities (consolidated with affiliates) П п п \$0 to \$50,001 to \$100,001 to \$500,001 \$1,000,001 \$10,000,001 \$50,000,001 \$100 \$50,000 \$100,000 \$500,000 to \$1 to \$10 to \$50 to \$100 to \$5

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| Voluntary I | | Name of Debtor(s): | | |
|--|---|---|---|--|
| (This page mus | t be completed and filed in every case.) | Syms Advertising Inc. | | |
| Location | All Prior Bankruptcy Cases Filed Within Last 8 1 | Years (If more than two, attach additional s Case Number: | heet.) Date Filed: | |
| Where Filed: | | Case Number. | Date Filed. | |
| Location Where Filed: | | Case Number: | Date Filed: | |
| | Pending Bankruptcy Case Filed by any Spouse, Partner, or Affi | | ch additional sheet.) | |
| Name of Debto | See Attached Schedule 1 | Case Number: Pending | Date Filed: Same | |
| District: | District of Delaware | Relationship: Affiliates | Judge: Pendina | |
| | Exhibit A | Exhl | bit B | |
| (To be completed if debtor is required to file periodic reports (e.g., forms 10K and 10Q) with the Securities and Exchange Commission pursuant to Section 13 or 15(d) of the Securities Exchange Act of 1934 and is requesting relief under chapter 11.) | | | | |
| Exhibit A | A is attached and made a part of this petition. | X Signature of Attorney for Debtor(s) | (Date) | |
| | Exhibit | ic | | |
| Does the debtor | own or have possession of any property that poses or is alleged to pose a | | a nublic health or safety? | |
| _ | | these or imminent and isominate name to | public health of salety! | |
| _ | Exhibit C is attached and made a part of this petition. | | | |
| No. | | | | |
| ☐ Exhibit | ed by every individual debtor. If a joint petition is filed, each spouse must D completed and signed by the debtor is attached and made a part of this petition: D also completed and signed by the joint debtor is attached and made a part of the point debtor is attached and made at the point debtor is attached and the point debtor is attached | petition. | | |
| | Information Regarding (Check any appli Debtor has been domiciled or has had a residence, principal place o preceding the date of this petition or for a longer part of such 180 days | icable box.) f business, or principal assets in this Distr | ict for 180 days immediately | |
| ď | There is a bankruptcy case concerning debtor's affiliate, general partner | er, or partnership pending in this District. | | |
| | Debtor is a debtor in a foreign proceeding and has its principal place on principal place of business or assets in the United States but is a District, or the interests of the parties will be served in regard to the re | defendant in an action or proceeding [in a | d States in this District, or has federal or state court] in this | |
| | Certification by a Debtor Who Resides a (Check all application) | | | |
| | Landlord has a judgment against the debtor for possession of debtor | 's residence. (If box checked, complete the | e following.) | |
| | | (Name of landlord that obtained judgment) | <u> </u> | |
| | | (Address of landlord) | | |
| | Debtor claims that under applicable nonbankruptcy law, there are ci entire monetary default that gave rise to the judgment for possession | | | |
| | Debtor has included with this petition the deposit with the court of a of the petition. | any rent that would become due during the | 30-day period after the filing | |
| | Debtor certifies that he/she has served the Landlord with this certific | cation. (11 U.S.C. § 362(1)). | | |

| Si (Citiza Fami) i (Cit) | Page 3 |
|--|---|
| Voluntary Petition (This page must be completed and filed in every case.) | Name of Debtor(s) Syms Advertising inc. |
| Sign | Aures |
| Signature(s) of Debtor(s) (Individual/Joint) | Signature of a Foreign Representative |
| I declare under penalty of perjury that the information provided in this petition is true and correct [If petitioner is an individual whose debts are primarily consumer debts and has chosen to file under chapter 7, I am aware that I may proceed under chapter 7, II, I2 or I3 of title II, United States Code, understand the relief available under each such chapter, and choose to proceed under chapter 7. [If no attorney represents me and no bankruptcy petition preparer signs the petition] I have obtained and read the notice required by II U.S.C. § 342(b). I request relief in accordance with the chapter of title II, United States Code, specified in this petition. X Signature of Debtor Telephone Number (if not represented by attorney) | I declare under penalty of perjury that the information provided in this petition is true and correct, that I am the foreign representative of a debtor in a foreign proceeding, and that I am authorized to file this petition |
| Date | Date |
| Signature of Attorney* Signature of Attorney for Debtor(s) Mark S. Chehi Printed Name of Attorney for Debtor(s) Skadden, Arps, Slate, Meagher & Florn LLP Firm Name One Rodney Square P.O. Box 636 Wilmington, DE 19899 Address 302-651-3000 Telephone Number 11/02/2011 Date In a case in which § 707(b)(4)(D) applies, this signature also constitutes a entification that the attorney has no knowledge after an inquiry that the information in the schedules is incorrect. | Signature of Non-Attorney Bankruptcy Petition Preparer I declare under penalty of perjury that (1) I am a bankruptcy petition preparer as defined in II U.S.C. § 110; (2) t prepared this document for compensation and have provided the debtor with a copy of this document and the notices and information required under II U.S.C. §§ 110(b), 110(h), and 342(b), and, (3) if rules or guidelines have been promulgated pursuant to II U.S.C. § 110(h) setting a maximum fee for services chargeable by bankruptcy petition preparers, I have given the debtor notice of the maximum amount before preparing any document for filling for a debtor or accepting any fee from the debtor, as required in that section Official Form 19 is attached Printed Name and title, if any, of Bankruptcy Petition Preparer Social-Security number (If the bankruptcy petition preparer is not an individual, state the Social-Security number of the officer, principal, responsible person or partner of the bankruptcy petition preparer.) (Required by 11 U.S.C. § 110.) |
| Signature of Debtor (Corporation/Partnership) | |
| declare under penalty of perjury that the information provided in this petition is true nd correct, and that I have been authorized to file this petition on behalf of the ebtor | X Address |
| Title of Authorized Individual 11/02/2011 Date | Date Signature of bankruptcy petition preparer or officer, principal, responsible person, or partner whose Social-Security number is provided above. Names and Social-Security numbers of all other individuals who prepared or assisted in preparing this document unless the bankruptcy petition preparer is not an individual. If more than one person prepared this document, attach additional sheets conforming to the appropriate official form for each person. A bankruptcy petition preparer's failure to comply with the provisions of title 11 and the Federal Rules of Bankruptcy Procedure may result in fines or imprisonment or both 11 USC 6 110: 18 USC 6 156. |

SCHEDULE 1

On the date hereof, each of the affiliated entities listed below (including the debtor in this chapter 11 case) filed in this Court a petition for relief under chapter 11 of title 11 of the United States Code.

- 1. Filene's Basement, LLC
- 2. Syms Corp.
- 3. Syms Clothing, Inc.
- 4. Syms Advertising Inc.

IN THE UNITED STATES BANKRUPTCY COURT FOR THE DISTRICT OF DELAWARE

| | x |
|------------------------|----------------------|
| In re: | : Chapter 1 [|
| SYMS ADVERTISING INC., | : : Case No. II() |
| Debtor. | |
| | ; |

LIST OF CREDITORS HOLDING 20 LARGEST UNSECURED CLAIMS

As of approximately October 27, 2011, based upon its books and records, there are no creditors of Syms Advertising Inc. (the "Debtor"). This statement is in accordance with Rule 1007(d) of the Federal Rules of Bankruptcy Procedure. This information shall not constitute any admission by, nor is it binding on, the Debtor.

DECLARATION UNDER PENALTY OF PERJURY

I, Gary Binkoski, Authorized Signatory for the Debtor, declare under penalty of perjury that I have read the foregoing and that it is true and correct to the best of my knowledge, information and belief.

Dated: Secaucus, New Jersey November 2, 2011

Name: Gary Binkoski

IN THE UNITED STATES BANKRUPTCY COURT FOR THE DISTRICT OF DELAWARE

| | X | |
|------------------------|--------|---------------|
| In re: | : | Chapter 1 i |
| SYMS ADVERTISING INC., | : | Case No. 11() |
| Debtor. | : : | |
| | | |

CORPORATE OWNERSHIP STATEMENT OF SYMS ADVERTISING INC.

In accordance with Rules 1007(a)(1) and 7007.1 of the Federal Rules of Bankruptcy Procedure, Syms Advertising Inc. submits the following information:

| Name and Address of Corporate Equity Holders | Percentage of Ownership |
|---|-------------------------|
| Syms Corp. | 100% |
| One Syms Way | |
| Secaucaus, New Jersey 07904 | |

DECLARATION

I, Gary Binkoski, Authorized Signatory for the debtor in this case, declare under penalty of perjury that I have read the foregoing Corporate Ownership Statement and that it is true and correct to the best of my knowledge, information and belief.

Dated: Secaucus, New Jersey November 2, 2011

Name: Gary Binkoski

IN THE UNITED STATES BANKRUPTCY COURT FOR THE DISTRICT OF DELAWARE

| • | x | |
|---|-------|---------------|
| In re: | : | Chapter 11 |
| SYMS ADVERTISING INC., | : | Case No. 11() |
| Debtor. | | |
| | : | |

LIST OF EQUITY SECURITY HOLDER

This list contains the equity security holder of Syms Advertising Inc. (the "List of Equity Security Holder") of the debtor and debtor in possession in the above-captioned case (the "Debtor"), which has been prepared in accordance with Fed. R. Bankr. P. 1007(a)(3).

| Equity Holder | Address of Equity Holder | Amount of Shares | Type of Shares | |
|---------------|---|------------------|----------------|--|
| Syms Corp. | One Syms Way Secaucus, New Jersey 07904 | 100% | Common | |

DECLARATION

I, Gary Binkoski, Authorized Signatory for the Debtor, declare under penalty of perjury that I have read the foregoing List of Equity Security Holder and that it is true and correct to the best of my knowledge, information and belief.

Dated: Secaucus, New Jersey November 2, 2011

Name: Gary Binkoski

ACTION BY WRITTEN CONSENT OF THE BOARD OF DIRECTORS OF SYMS ADVERTISING INC.

The undersigned, being all of the members of the Board of Directors (the "Board") of Syms Advertising Inc., a Delaware corporation (the "Corporation"), in accordance with Section 141(f) of the General Corporation Law of the State of Delaware and the Amended and Restated By-Laws of the Corporation, do hereby consent to the adoption of, and do hereby adopt, the following resolutions as if they were adopted at a duly convened meeting of the Board and direct that this written consent be filed with the minutes of the proceedings of the Board:

WHEREAS, the Board deems it advisable and in the best interests of the Corporation, its creditors, its sole shareholder and other interested parties that a petition be filed by the Corporation seeking relief under the provisions of chapter 11 of title 11, United States Code (the "Bankruptcy Code"), in which the authority to operate as a debtor in possession will be sought, and the filing of such petition is authorized hereby;

WHEREAS, the Board deems it advisable and in the best interests of the Corporation to authorize the officers of the Corporation, the officers of the Corporation's sole shareholder, Syms Corp. (including any interim officers of Syms Corp.), Jeff. M. Feinberg and Gary Binkoski (each, an "Authorized Representative" and collectively, the "Authorized Representatives") to take any other actions in connection with the chapter 11 proceedings;

NOW, THEREFORE, BE IT RESOLVED AS FOLLOWS:

RESOLVED that in the judgment of the Board it is desirable and in the best interest of each of the Corporation, its creditors, its sole shareholder and other interested parties that a petition be filed by the Corporation seeking relief under the provisions of chapter 11 of the Bankruptcy Code, in which the authority to operate as a debtor in possession will be sought, and the filing of such petition is authorized hereby; and it is further

RESOLVED that the Authorized Representatives be, and each of them hereby is, appointed by the Board as an authorized signatory in connection with the chapter 11 proceedings authorized herein; and it is further

RESOLVED that the Authorized Representatives be, and each of them hereby is, authorized, directed and empowered, on behalf of and in the name of the Corporation, to execute, verify and/or file, or cause to be filed and/or executed or verified (or direct others to do so on their behalf as provided herein) all necessary documents, including, without limitation, all petitions, affidavits, schedules, motions, lists, applications, pleadings and other papers, and in that connection to employ and retain all assistance by legal counsel, accountants or other professionals and to take any and all action which they deem necessary, proper or desirable in

connection with the chapter 11 case, including any and all action necessary, proper or desirable in connection with entering into an agency or similar agreement, with a view to the successful prosecution of such case; and it is further

RESOLVED that the law firm of Skadden, Arps, Slate, Meagher & Flom LLP, and its affiliated law practice entities be, and hereby are, employed under a general retainer to render legal services to, and to represent, the Corporation in connection with the chapter 11 case and any other related matters in connection therewith, on such terms as any Authorized Representative shall approve; and it is further

RESOLVED that the firm of Alvarez & Marsal North America, LLC, be, and hereby is, employed to provide the Corporation with a President and Chief Operating Officer, a Chief Financial Officer, and certain additional employees of it and its professional service provider affiliates, in connection with the chapter 11 case, on such terms as any Authorized Representative shall approve; and it is further

RESOLVED that the firm of Rothschild Inc. be, and hereby is, employed as investment banker for the Company in connection with the chapter 11 case, on such terms as any Authorized Representative shall approve; and it is further

RESOLVED that the firm of Cushman and Wakefield Securities, Inc. be, and hereby is, employed as real estate financial advisor for the Corporation in connection with the chapter 11 case, on such terms as any Authorized Representative shall approve; and it is further

RESOLVED that the firm of Cushman and Wakefield Inc. be, and hereby is, employed as real estate broker for the Corporation in connection with the chapter 11 case, on such terms as any Authorized Representative shall approve; and it is further

RESOLVED that, the Authorized Representatives are hereby authorized to select such entity or entities as they shall choose to be, and it (or they) hereby is (or are) employed as liquidation agents (the "Liquidation Agents") for the Company in connection with the chapter 11 case on such terms as any Authorized Representative shall approve; and it is further

RESOLVED that all acts lawfully done or actions lawfully taken by any
Authorized Representative to seek relief on behalf of the Corporation under chapter 11 of the
Bankruptcy Code, or in connection with the chapter 11 case, or any matter related thereto,
including, but not limited to, in connection with entering into an agency or similar agreement, as
described to the Board be, and they hereby are, adopted, ratified, confirmed and approved in all
respects as the acts and deeds of the Corporation; and it is further

RESOLVED that the Corporation as debtor and debtor in possession under chapter 11 of the Bankruptcy Code be, and it hereby is, authorized to enter into an agency or similar agreement with the Liquidation Agents, in substantially the form provided or described to the Board (with such final terms and provisions as the Authorized Representative executing such agency or similar agreement may approve); and it is further

RESOLVED that the Corporation, as debtor and debtor in possession under chapter 11 of the Bankruptcy Code, be, and it hereby is, authorized to obtain the use of cash collateral in such amounts and on such terms as may be approved by any one or more of the Authorized Representatives as is reasonably necessary for the continuing conduct of the affairs of the Corporation and certain of its subsidiaries; and it is further

RESOLVED that the Authorized Representatives be, and each of them hereby is, authorized and empowered, in the name and on behalf of the Corporation, to take all such actions to obtain any authorizations, consents, waivers or approvals of any third party that such Authorized Representatives deem necessary, appropriate or advisable to effect the transactions contemplated by these resolutions, and such Authorized Representatives may execute and deliver or cause to be delivered such agreements and other documents and may take all such other actions as such Authorized Representative deems necessary or advisable to effect this resolution; and it is further

RESOLVED that the Authorized Representatives be, and each of them hereby is, authorized and empowered for and in the name and on behalf of the Corporation to amend, supplement or otherwise modify from time to time the terms of any documents, agreements, instruments, financing statements, notices, undertakings, certificates or other writings referred to in the foregoing resolutions; and it is further

RESOLVED that all instruments, agreements, certificates, consents, waivers or other documents heretofore executed and delivered (or caused to be executed and delivered) and all acts lawfully done or actions lawfully taken by any Authorized Representative in connection with the chapter 11 case, any debtor in possession financing or agency or similar agreement, or any further action to seek relief on behalf of the Corporation under chapter 11 of the Bankruptcy Code, or in connection with the chapter 11 case, or any matter related thereto, be, and hereby are, adopted, ratified, confirmed and approved in all respects as the acts and deeds of the Corporation; and it is further

RESOLVED that the Authorized Representatives be, and each of them hereby is, authorized, directed and empowered, in the name and on behalf of the Corporation, to take or cause to be taken any and all such further action and to execute, deliver, verify and/or file, or cause to be executed, delivered, verified and/or filed (or direct others to do so on its behalf as provided herein) all such further documents, agreements, instruments, financing statements, notices, undertakings, certificates and other writings, and to incur all such fees and expenses as in their judgment shall be necessary, appropriate or advisable in the good faith judgment of such

Authorized Representative to effectuate the purpose and intent of any and all of the foregoing resolutions; and it is further

RESOLVED that the Authorized Representatives be, and each of them hereby is, authorized, directed and empowered, in the name and on behalf of the Corporation, to pay and direct the payment of all fees and expenses as in their judgment shall be necessary, appropriate or advisable in the good faith judgment of such Authorized Representative to effectuate the purpose and intent of these resolutions; and it is further

RESOLVED that all actions previously taken by any Authorized Representative or counsel with respect to the matters contemplated by these resolutions, including but not limited to any debtor in possession financing or agency or similar agreement, are hereby adopted, ratified, confirmed and approved in all respects as the acts and deeds of the Corporation.

IN WITNESS WHEREOF, the undersigned, being all the members of the Board, have executed this written consent as of November 1, 2011.

Name: Marcy Syms

Title: Director

Name: Laura McCahe Brandt

Title: Director