

To: [Class Member Email Address]

From: BradfordExchangeSettlement@cptgroup.com

Subject: Summary Notice of Class Action Settlement – Zierold, et al. v. The Bradford Exchange, Ltd.

Body of Email:

IF YOU WERE CHARGED FOR A REWARDS MEMBERSHIP PROGRAM BY THE BRADFORD EXCHANGE, LTD. OR HAMMACHER, SCHLEMMER & CO., INC. BETWEEN MARCH 14, 2018 AND OCTOBER 7, 2022, YOU MAY BE ENTITLED TO COMPENSATION.

Summary Notice of Class Action Settlement

Zierold, et al. v. The Bradford Exchange, Ltd.

San Diego County Superior Court, Case No. 37-2022-00009703-CU-BT-CTL

What is the Lawsuit about? The Lawsuit alleges that The Bradford Exchange, Ltd. and Hammacher, Schlemmer & Co., Inc. (together “Defendants”) enrolled certain California consumers in automatically renewing subscriptions for Rewards programs, and posted charges to the consumer’s credit card, debit card, or third-party payment account, without first presenting the consumer with all of the automatic renewal offer terms in a clear and conspicuous manner as required by law. Defendants deny the claims in the Lawsuit, and the Court has not decided which party is right. The parties have agreed to a Settlement to provide certain benefits to eligible Class Members and to resolve the case without any admission of liability or wrongdoing.

Am I a Class Member? Based on the business records of Defendants, the individual identified on this Summary Class Notice was enrolled in and charged for a Rewards membership program between March 14, 2018 and October 7, 2022, and therefore has the right to participate in the Settlement.

What relief does the Settlement provide? Defendants have agreed to pay the single principal Settlement Amount of Four Hundred Seventy-Five Thousand Dollars (\$475,000). If the Court grants final approval of the Settlement, each Participating Class Member will receive an equal, pro-rata share of the Net Settlement Amount. The “Net Settlement Amount” is the Settlement Amount reduced by any sums awarded by the Court for attorneys’ fees, litigation expenses, any class representative service payment, and expenses of settlement administration.

What are my options? If you want to participate in the Settlement, you must submit a timely Claim to the Settlement Administrator on or before December 30, 2022 which must be validated by the Settlement Administrator. You may submit a Claim through the settlement Website at www.BradfordExchangeSettlement.com.

Please use the following Web ID to access your Claim Form on the Settlement Website:

Web ID: <<ID>>

[Submit Claim](#)

If you do not want to be legally bound by the Settlement, you must exclude yourself by December 30, 2022. If you exclude yourself from the Settlement, you will not receive any compensation from the Settlement, but you will retain whatever legal rights you may have against Defendants for any claims based on enrollment in, or charges for, automatic renewal or continuous service subscriptions for any Bradford or Hammacher Rewards membership program. Any judgment entered by the Court will bind all Class Members who do not request exclusion. If you stay in the Settlement, you may object to it by December 30, 2022. The Long Form Class Notice, which is available on the Settlement Website, explains how to exclude yourself or object. If you do not request to be excluded from the Class, you may, if you so desire, enter an appearance. The Court will hold a hearing on April 7, 2023 at 9:00 a.m. to consider whether to approve the Settlement and a request by the lawyers representing all Class Members for attorneys’ fees and costs, and for service awards to the class representatives. You may appear at the hearing, but you don’t have to.

How do I cancel a Rewards membership?

You can cancel a Bradford Rewards membership by calling 877-518-2644 to cancel by telephone; or by emailing CustomerService@BradfordExchangeRewards.com to cancel by email; or by signing in to your account to cancel online.

You can cancel a Hammacher Rewards membership by calling 800-203-1405 to cancel by telephone; or by emailing RewardsCustomerService@HammacherRewards.com to cancel by email; or by signing in to your account to cancel online.

More information? For complete information about the Settlement and its terms, to view the Long Form Class Notice, Settlement Agreement, related Court documents, and to learn more about how to exercise your various options under the Settlement, including how to submit a Claim, go to www.BradfordExchangeSettlement.com. You may also email the Settlement Administrator at BradfordExchangeSettlement@cptgroup.com or call 1-800-895-1686.