



Attn: Trading and Market Making/Legal and Compliance/Operations/Systems
UNIFORM PRACTICE ADVISORY (UPC # 50-11) August 17, 2011
Zany Brainy, Inc. (ZANYQ)

Notice has been received that the above Company's Joint Plan of Reorganization (Plan) filed under Chapter XI of the Federal Bankruptcy Code, became effective on March 18, 2002. Pursuant to the Plan, on the Effective Date, except as otherwise provided for herein, (a) the Zany Brainy Common Stock and any other note, bond, indenture, or other instrument or document evidencing or creating any indebtedness or obligation of the Debtors shall be cancelled, and (b) the obligation of , and/or Claims against, the Debtors under, relating or pertaining to any agreements, indentures or certificates of designations governing the Zany Brainy Common Stock and any other note, bond, indenture or other instrument or document evidencing or creating any indebtedness or obligation of the Debtors shall be released and discharged; provided, further, that this provision shall not affect the discharge of the Debtors' liabilities under the Bankruptcy Code and the Confirmation Order.

Members are reminded of their obligations under NASD Conduct Rule 2310 if they continue to engage in transactions in the above security after the effective date.

Members are further advised that deliveries in settlement of contracts in the OLD securities, which were executed prior to the announcement that the securities had been deemed worthless, shall be evidenced by either a) the OLD security; or b) a Letter of Indemnity which shall grant the purchaser any rights and privileges which might accrue to the holders of the physical securities. Such deliveries shall operate to close-out the contract and shall be settled at the existing contract price pursuant to Uniform Practice Code Rule 11530.

Questions regarding this notice should be directed to: FINRA Operations- 1-866-776-0800.