

SETTLEMENT AGREEMENT AND RELEASE

This Settlement Agreement and Release (the “Settlement” or the “Agreement”) is made and entered by and between Jeffrey Jacobs and Madeline Casey, individually and on behalf of the Settlement Class (“Plaintiffs” or “Class Representatives”), on the one hand, and La-Z-Boy, Inc. and Stitch Industries, Inc. (collectively, “Defendant”), on the other hand, and is subject to approval in the action *Jeffrey Jacobs, et al. v. La-Z-Boy Inc. and Stitch Industries Inc.* to be filed in the Superior Court of California for the County of San Diego (the “Court”).

I. DEFINITIONS

As used in this Agreement and all related documents, the following terms have the following meanings:

A. “**Actions**” means the action to be filed by Plaintiffs in the Superior Court of California for the County of San Diego pursuant to this Agreement, as well as *Christina Thiele-Yancy v. Stitch Industries, Inc.*, Case No. 23STCV30851 (Cal. Super.) (Dec. 18, 2023) and *Jacobs v. La-Z-Boy Inc.*, Case No. 2:24-cv-04446 (C.D. cal.) (May 29, 2024) (“the Actions”).

B. “**Administration Costs**” means the actual costs reasonably charged by the Settlement Administrator for its services as provided for in this Agreement, including, but not limited to, confirming that Settlement Class Members are eligible for Cash Benefits, all costs of providing notice to persons in the Settlement Class, issuing and distributing Settlement Awards, processing Claim Forms, and the cost of maintaining a designated post office box for receiving Claim Forms. Administration Costs shall be paid by Plaintiffs.

C. “**Agreement**” means this Settlement Agreement and Release, including the notices attached as exhibits to this Agreement, and any amendments thereto.

D. “**Cash Benefit(s)**” means a monetary payment, in the form of a check or electronic payment, to a Settlement Class Member who elected to receive a Cash Benefit through a valid Claim Form.

///

E. **“Cash Benefit Fund”** means a non-reversionary cash fund, the amount of which shall be established after the expiration of the Claim Period, which shall equal the total Cash Benefit to be awarded to all Settlement Class Members who elected to receive a Cash Benefit through a valid Claim Form.

F. **“Claim(s)” or “Claim Form(s)”** means the claim form submitted by a Settlement Class Member, in substantially the same form as **“Exhibit D,”** which shall offer each Settlement Class Member the opportunity to elect to receive a Cash Benefit. Each Settlement Class Member who elects to receive the Cash Benefit must follow all instructions on the Claim Form. To be valid, a Claim Form must be associated with an email address or mailing address verified by the Settlement Administrator to be on the Class List. No proof of purchase shall be required to submit a Claim Form. Failure to submit a valid Claim Form with all requested information shall result in such Settlement Class Member receiving a Credit Voucher.

G. **“Claim Deadline”** means the date sixty (60) days after the Notice Date, or such other deadline to file a Claim as is set by the Court.

H. **“Claim Period”** means the time period in which Settlement Class Members may submit a Claim Form. The Claim Period begins on the Notice Date and expires on the Claim Deadline.

I. **“Claims Process”** means the process for Settlement Class Members’ submission of Claims, as described in this Agreement and ordered by the Court.

J. **“Class Notice”** means all types of notice that will be provided to the Settlement Class, as described in this Agreement and ordered by the Court.

K. **“Class Counsel”** means the law firms of Dovel & Luner, LLP and Lynch Carpenter LLP.

L. **“Class Period”** means December 18, 2019 to the date the Court enters the Preliminary Approval Order.

M. **“Credit Voucher(s)”** means the credit issued to each Settlement Class Member who does not elect to receive a Cash Benefit, which can be applied toward any purchase made on

Joybird.com. Credit Vouchers are subject to additional terms and conditions, as set forth in Section III.C.

N. **“Effective Date”** means: if there are no objections, the date of Final Approval; if there are objections, the date upon which the last (in time) of the following events occurs: (i) the date upon which the time expires for filing or noticing any appeal of the Final Approval Order, (ii) the date of completion, in a manner that finally affirms and leaves in place the Final Approval Order without any material modification, of all proceedings arising out of any appeal(s) of the Final Approval Order; (iii) the date of final dismissal of any appeal of, or the final dismissal or resolution of any proceeding on certiorari with respect to, the Final Approval Order; or (iv) the date upon which the final objection is withdrawn.

O. **“Email Notice”** means notice of the proposed Settlement to be provided to Settlement Class Members substantially in the same form attached hereto as **“Exhibit A”**.

P. **“Fairness Hearing”** or **“Final Approval Hearing”** means the hearing at or after which the Court will make a final decision whether to approve this Agreement and the Settlement set forth herein as fair, reasonable and adequate and to enter the Final Approval Order.

Q. **“Fee Award”** means the amount of attorneys’ fees and reimbursement of expenses awarded by the Court to Class Counsel.

R. **“Final Approval”** means the date the Court finally approves the Settlement, including but not limited to, the terms and conditions of this Agreement.

S. **“Final Approval Order”** means both the order and judgment, whether entered separately or together, that the Court enters upon finally approving the Settlement in connection with the Fairness Hearing.

T. **“Incentive Awards”** mean reasonable payments, subject to Court approval, made to the Class Representatives as compensation for their efforts and diligence in pursuing the Actions.

U. **“Interest Bearing Distribution Account”** means the separate, interest-bearing account to be established by the Settlement Administrator under terms acceptable to all Parties.

Interest Bearing Distribution Account will be at an FDIC-insured depository institution of the Settlement Administrator's choice (subject to any Party's reasonable veto). The Cash Benefit Fund shall be deposited by Defendant into the Interest Bearing Distribution Account in accordance with the terms of this Agreement. The funds in the Account shall be invested in the following types of accounts and/or instruments and no other: (i) demand deposit accounts and/or (ii) time deposit accounts and certificates of deposit, (iii) United States Treasury bills; or (iv) other similar instruments backed by the full faith and credit of the United States Government. The costs of establishing and maintaining the Account shall be deemed Administration Costs.

V. **"Long Form Notice"** means notice of the proposed Settlement to be provided to Settlement Class in substantially the same form as **"Exhibit B"**.

W. **"Mail Notice"** means notice of the proposed Settlement to be provided to Settlement Class Members by first class mail, if necessary, in substantially the same form as **"Exhibit C"**.

X. **"Notice Deadline"** or **"Notice Date"** means the date no later than 30 days after Preliminary Approval on which the notice described in this Agreement is first issued.

Y. **"Objection/Exclusion Deadline"** means the deadline to object or seek exclusion from the Settlement, which shall be the date that is thirty (30) days after the Notice Date, or such other date set by the Court.

Z. **"Parties"** or **"Party"** means the Class Representatives and Defendant.

AA. **"Plaintiffs"** means Jeffrey Jacobs and Madeline Casey.

BB. **"Preliminary Approval"** means the date the Court preliminarily approves the Settlement of the Action, including but not limited to, the Class Notice and the terms and conditions of this Agreement.

CC. **"Preliminary Approval Order"** means the proposed order to be submitted to the Court in connection with the preliminary approval hearing on the Settlement.

DD. **"Released Claims"** means all claims to be released pursuant to this Agreement.

///

EE. **“Settlement Administrator”** means the third-party agent or administrator selected by Plaintiffs and appointed by the Court. The Parties agree that, subject to the Court’s approval, Plaintiffs shall select an independent entity to implement the Class Notice and claims administration requirements of this Agreement. Plaintiffs and Defendant will cooperate in good faith with the Settlement Administrator to effectuate the Settlement.

FF. **“Settlement Award”** means a Credit Voucher or Cash Benefit provided to an eligible Settlement Class Member.

GG. **“Settlement Class”** means:

- All persons who, while in the state of California, purchased one or more products on joybird.com, or at a Joybird physical store location, at a sale price from December 18, 2019 to the date the Court enters the Preliminary Approval Order. (“California Subclass”).
- All persons who, while in the state of Oregon, purchased one or more products on joybird.com, or at a Joybird physical store location, at a sale price from December 18, 2019 to the date the Court enters the Preliminary Approval Order. (“Oregon Subclass”).
- All persons who, while in the state of Washington, purchased one or more products on joybird.com, or at a Joybird physical store location, at a sale price from December 18, 2019 to the date the Court enters the Preliminary Approval Order. (“Washington Subclass”).

Excluded from the Settlement Class are all persons who validly opt out of the Settlement in a timely manner; governmental entities; counsel of record (and their respective law firms) for the Parties; Defendant and any of its parents, affiliates, subsidiaries, independent service providers and all of their respective officers and directors; the presiding judge in the Action or judicial officer presiding over the matter, and all of their immediate families and judicial staff; and any natural person or entity that entered into a release with Defendant prior to the Effective Date arising from the same representations, advertising, marketing and/or sales on the Defendant’s website,

joybird.com, or in physical Joybird stores, underlying the claims in the operative complaint in the Action.

HH. “**Settlement Class Member(s)**” means any member of the Settlement Class.

II. “**Settlement Website**” means the website to be established by the Settlement Administrator for purpose of providing notice, Claim Forms, and other information regarding this Agreement, as described in this agreement.

JJ. “**Website Notice**” means the notice made available on the Settlement Website pursuant to this Agreement, including the Long Form Notice.

II. LITIGATION BACKGROUND

A. This settlement resolves allegations that, during the Class Period, Defendant deceptively advertised discounts of its products on its website, Joybird.com, and in its physical stores. Based on these allegations, a California consumer also represented by proposed Class Counsel, Christina Thiele-Yancy, filed suit against Defendant on December 18, 2023. Plaintiff Jeffrey Jacobs filed suit against Defendant, raising substantially similar allegations, on May 29, 2024. And Plaintiff Madeline Casey sent a notice letter to Defendant asserting the same allegations and noting her intent to file a lawsuit on October 18, 2024. Collectively, these lawsuits and demand letter allege, on behalf of classes of similarly situated consumers, violations of certain consumer protection laws, and assert claims for breach of contract, breach of express warranty, quasi-contract/unjust enrichment, and intentional and negligent misrepresentation. They seek injunctive relief, compensatory damages, and restitution in amounts by which Defendant was allegedly unjustly enriched based on its product sales.

B. Defendant expressly denies any liability or wrongdoing of any kind or that Plaintiffs or any putative Class member has been damaged in any amount or at all in connection with the claims alleged in the Actions, and further contends that, for any purpose other than Settlement, the Actions are not appropriate for class treatment. Defendant does not admit or concede any actual or potential fault, wrongdoing, or liability against it in the Actions or any other actions. Defendant maintained during the entire pendency of the Actions, and continues to

maintain, that the challenged advertising practices are not deceptive or misleading as a matter of law.

C. Proposed Class Counsel and Defendant first began discussing settlement of the class claims in June 2024, and engaged in arduous negotiations for nearly a year. Proposed Class Counsel and Defendant scheduled a mediation for September 16, 2024, and, in the lead up to it, exchanged significant informal discovery, including financial and sales records relevant to the claims and alleged damages. Proposed Class Counsel spent significant time and effort analyzing these records to understand Defendant's liability and the potential damages models available to proposed Class Counsel. Both proposed Class Counsel and Defendant prepared comprehensive mediation briefs that discussed the claims, defenses, and alleged damages in detail. They participated in an in-person mediation in Los Angeles on September 16, 2024, with the Honorable Ann I. Jones (Ret.) of Signature Resolutions. But they were not able to reach a settlement at this time.

D. In the meantime, litigation was ongoing. In the *Thiele Yancy* action, on August 24, 2024, Defendant Stitch Industries Inc. filed a demurrer challenging Ms. Thiele-Yancy's claims on a variety of grounds. The Parties extensively briefed the issues raised by Defendant's demurrer, and participated in a hearing concerning the demurrer. On October 15, 2024, the *Thiele-Yancy* court overruled Defendant's demurrer in part, and sustained it in part, with leave to amend. Ms. Thiele-Yancy then filed a First Amended Complaint on November 14, 2024, which Defendant answered on December 2, 2024. In the *Jacobs* action, Defendant La-Z-Boy Inc. filed a motion to dismiss on August 23, 2024. The Parties extensively briefed the issues raised in that motion as well. The *Jacobs* court denied that motion in full, and Defendant answered on December 2, 2024.

E. Throughout this time and into early 2025, the Parties continued to discuss settlement of the Class Claims. The Parties scheduled and attended an additional mediation with a different mediator, Bruce Friedman of JAMS, on March 19, 2025. The mediation was productive, and while the Parties were unable to reach a settlement at the mediation, they continued to engage in extensive and contentious negotiations through the mediator over the following weeks. The

Parties finally reached a settlement on April 9, 2025. The Parties then negotiated and agreed to a term sheet detailing the material terms of the Settlement, which was fully executed on May 7, 2025. As a result of these lengthy, substantive, and good faith negotiations, Class Counsel was able to assess thoroughly the claims of the Settlement Class Members and Defendant's marketing practices and Defendant's defenses.

F. Based on the above-outlined investigation and litigation, the current state of the law, the expense, burden and time necessary to prosecute the Actions through trial and possible appeals, the risks and uncertainty of further prosecution of this Actions considering the defenses at issue, the sharply contested legal and factual issues involved, and the relative benefits to be conferred upon the Settlement Class Members pursuant to this Agreement, Plaintiffs and Class Counsel have concluded that a Settlement with Defendant on the terms set forth herein is fair, reasonable, adequate, and in the best interests of the Settlement Class in light of all known facts and circumstances.

G. Based on the foregoing, it is the desire of the Parties to fully, finally, and forever settle, compromise, and discharge all disputes and claims arising from or related to the Actions which exist between the Parties. Therefore, it is the intention of the Class Representatives and the Settlement Class that this Agreement shall constitute a full and complete Settlement and release of the Released Claims against Defendant.

III. TERMS OF SETTLEMENT

In consideration of the mutual covenants and promises set forth herein, and subject to Court approval, the Parties agree as follows:

A. Consolidation of the Actions for Settlement Purposes: The Parties agree that Plaintiffs will file a consolidated Complaint asserting class claims on behalf of California, Oregon, and Washington consumers in the Superior Court of California for the County of San Diego. To conserve judicial and party resources, and to ensure that the approving court has subject matter jurisdiction over all claims, the Parties will seek approval of the settlement in that single, consolidated action. Defendant will not contest personal jurisdiction or venue in the San Diego

County case as to any Class Representative or Class Member for settlement purposes only. Plaintiff Jacobs shall dismiss the *Jacobs* case without prejudice within two business days of filing a motion for preliminary approval in the consolidated case. The class claims asserted in the San Diego County case in accordance with this provision shall be treated for all purposes as though they were filed as of the date of the *Thiele-Yancy* complaint.

B. Conditional Certification of Class. For Settlement purposes only, and without any finding or admission of any wrongdoing or fault by Defendant, and solely pursuant to the terms of this Agreement, the Parties consent to and agree to the establishment of a conditional certification of the Settlement Class pursuant to the applicable rules governing class actions. This certification is conditional on the Court's approval of this Agreement. In the event the Court does not approve all material terms of the Agreement, or if the Agreement is voluntarily or involuntarily terminated for any reason, then certification of the Settlement Class shall be void and this Agreement and all orders entered in connection therewith, including but not limited to any order conditionally certifying the Settlement Class, shall become null and void and shall be of no further force and effect and shall not be used or referred to for any purposes whatsoever in the Action or in any other case or controversy. And, in such an event, this Agreement and all negotiations and proceedings related thereto shall be deemed to be without prejudice to the rights of any and all Parties hereto, who shall be restored to their respective positions as of the date of this Agreement, and Defendant has not and shall not be deemed to have waived any opposition or defenses it has to any aspect of the claims asserted herein or to whether those claims are amenable to class-based treatment. In addition, in such an event, Plaintiff Jacobs may re-file the *Jacobs* action within 30 days, and, if Plaintiff Jacobs does so, the Parties agree that that re-filed action shall be treated as though the class claims brought within it were filed as of December 18, 2023, including for purposes of any statute of limitation defense as to Plaintiff's claims and as to the claims of any unnamed putative class members. Defendant supports certification of the Settlement Class for settlement purposes only. In the event the Settlement is not preliminarily approved, the Parties agree to resume settlement discussions in good faith for at least 21 days. If after 21 days the Parties have not agreed

to amended settlement terms, then all pre-trial and trial deadlines and dates shall be reset by the Court. The Parties agree to provide the Court with a proposed schedule within 21 days after an order of the Court denying preliminary approval.

C. Relief for the Settlement Class.

1. Benefits to Settlement Class Members: Subject to the rights, terms, and conditions of this Agreement, each Settlement Class Member who submits a valid Claim Form will receive a cash payment (Cash Benefit) in the amount of \$115. Each Settlement Class Member who does not submit a valid Claim Form will automatically receive a website purchase credit (Credit Voucher) in the amount of \$115. Defendant estimates, based on its sales records, that there are approximately 40,000 California Class Members, approximately 12,000 Washington Class Members, and approximately 9,000 Oregon Class Members. If, after Defendant compiles a final Class List of all Settlement Class Members, these estimates are materially incorrect, the Parties will re-open negotiations regarding the terms of the Settlement. Based on Defendant's estimates, the Parties estimate that the total value of the Cash Benefit and Credit Vouchers Class Members will receive under this Settlement is approximately \$7,015,000.

2. Funding of Cash Benefit Fund. Within **fourteen calendar (14)** days of the Effective Date, Defendant shall pay into the Interest Bearing Distribution Account an amount equal to the Cash Benefit Fund. The Cash Benefit Fund will be distributed to Settlement Class Members in accordance with the terms of this Agreement. In no circumstances will any of it revert back to Defendant.

3. Cash Benefit Election and Delivery: If a Settlement Class Member submits a valid Claim Form electing to receive a Cash Benefit, the Settlement Class Member will receive the payment they are due under this Agreement in the form of a Cash Benefit, to be paid out of the Cash Benefit Fund. The Settlement Administrator shall distribute Cash Benefits to each Settlement Class Member entitled to receive them out of the Cash Benefit Fund, via electronic payment or check, at the Class Member's election, within **fourteen (14) calendar days** of the Cash Benefit Fund being funded.

4. Credit Voucher Election and Delivery: Defendant will provide a \$115 Credit Voucher to each Settlement Class Member who does not submit a valid Claim Form electing to receive a Cash Benefit, without any requirement for the Settlement Class Member to fill out a claim form or take any other affirmative action. The Settlement Administrator will deliver Credit Vouchers to Settlement Class Members by email within **fourteen (14) calendar days** after the Effective Date. Wherever feasible, the Settlement Administrator will send Credit Vouchers to the most recent email address it has on file for the Class Member. However, to ensure that all Class Members who do not elect to receive a Cash Benefit receive a Credit Voucher, the distributed Mail Notice will direct Class Members whose Email Notice bounced back to provide a current email address to the Settlement Administrator by the Claim Deadline. The Settlement Administrator will provide Defendant all email addresses provided by Class Members within **fourteen (14) calendar days** after the Claim Deadline. For Class Members who provided an email address in response to the Mail Notice, the Settlement Administrator will send Credit Vouchers to that email address.

5. Use of Credit Vouchers: Credit Vouchers can be used to make any purchase of any product on joybird.com, with no restrictions. Credit Vouchers can be used to pay for any shipping and handling fees or taxes that might apply to a purchase. Credit Vouchers can be combined with any other discount or offer and are freely transferable. Credit Vouchers may not be used in combination with other Credit Vouchers. If a Credit Voucher used in connection with an order exceeds the total amount of the order (including any shipping and handling fees or taxes that may apply), then any unused Credit Voucher will remain useable and can be applied toward future orders. Credit Vouchers can be used at any time, with no blackout dates, for a period of two years after they are distributed.

D. Releases.

1. Release of Defendant. Upon payment and distribution of all benefits owed under this Agreement (including all Cash Benefits, Credit Vouchers, and any Fee Award or Incentive Award awarded by the Court), except as to such rights or claims as may be created by this Agreement, and in consideration for the Settlement benefits described in this Agreement, the

Class Representatives and the Settlement Class shall fully release and discharge Defendant and all its present and former parent companies, subsidiaries, shareholders, officers, directors, employees, agents, servants, registered representatives, affiliates, successors, personal representatives, heirs and assigns, retailers, suppliers, distributors, endorsers, consultants, investors, owners, attorneys, manufacturers and any and all other entities or persons upstream and downstream in the production/distribution channels, but only in their capacity as such (together, the “Discharged Parties”) from all claims, demands, actions, and causes of action of any kind or nature whatsoever, whether at law or equity, arising under federal, state, or local law, whether known or unknown, suspected or unsuspected, that the Class Representatives or Settlement Class Members ever had, now have, or may have against the Discharged Parties in any other court, tribunal, arbitration panel, commission, or agency, or before any governmental and/or administrative body, or any other adjudicatory body, on the basis of or arising from the Discharged Parties’ representations, advertising, marketing and/or sales on the Defendant’s website, Joybird.com, or in its physical stores, during the Class Period, which were alleged in the Action, or which arise from the same facts and claims alleged in the operative complaint in the Action. This is notwithstanding that the Class Representatives and the Settlement Class acknowledge that they may hereafter discover facts in addition to or different from those that they now know or believe to be true concerning the subject matter of the Action and/or the Released Claims herein. The Released Claims shall include, but are not necessarily limited to, all claims that have or could have been asserted by any or on behalf of any Settlement Class Member in this Action that are based on or arise out of the same factual predicate as the Action.

2. Class Representatives’ Release of Unknown Claims. The Class Representatives expressly understand and acknowledge that certain principles of law, including but not limited to Section 1542 of the Civil Code of the State of California, provide that:

A GENERAL RELEASE DOES NOT EXTEND TO CLAIMS THAT THE CREDITOR OR RELEASING PARTY DOES NOT KNOW OR SUSPECT TO EXIST IN HIS OR HER FAVOR AT THE TIME OF EXECUTING THE RELEASE AND THAT, IF

KNOWN BY HIM OR HER, WOULD HAVE MATERIALLY AFFECTED HIS OR HER SETTLEMENT WITH THE DEBTOR OR RELEASED PARTY.

The Class Representatives hereby agree that the provisions of all such principles of law or similar federal or state laws, rights, rules or legal principles, are hereby knowingly and voluntarily waived, relinquished and released by the Class Representatives.

E. Attorneys' Fees/Costs and Incentive Awards.

1. As part of this Settlement, Defendant has agreed to pay Class Counsel reasonable attorneys' fees and costs for their work on the Actions, as approved by the Court, of up to \$1,325,000, without reducing the amount of money available to pay Cash Benefits or Credit Vouchers to Class Members. After the Court preliminarily approves the Settlement, Class Counsel may move the Court for a reasonable award of attorneys' fees and costs and expenses of up to \$1,325,000 ("Fee Award"). Defendant agrees not to object to a request for a Fee Award up to this amount. Class Counsel will move for a Fee Award at least **fifteen (15) calendar days** before the Objection/Exclusion Deadline, or at another date as ordered by the Court. Should the Court award less than the full \$1,325,000 available to pay for Class Counsel's Fee Award, any difference between the \$1,325,000 made available and the amount actually awarded by the Court shall be divided and distributed in equal amounts to eligible Settlement Class Members who filed a valid Claim Form and elected to receive payment as a Cash Benefit.

2. As part of this Settlement, Defendant has agreed to pay the Class Representatives, Jeffrey Jacobs and Madeline Casey, Incentive Awards of up to \$7,500 each. After the Court preliminarily approves the Settlement, the Class Representatives may apply to the Court for Incentive Awards in an amount not to exceed \$7,500 each, for their participation as Class Representatives. Defendant agrees that Incentive Awards of up to \$7,500 are reasonable, and agrees not to object to a request for Incentive Awards up to this amount. Should the Court award less than the full \$7,500 requested Awards, any difference between the request and the amount actually awarded by the Court shall be divided and distributed in equal amounts to eligible

Settlement Class Members who filed a valid Claim Form and elected to receive payment as a Cash Benefit.

3. Defendant will pay the Fee Award to Class Counsel via wire transfer within **thirty (30) calendar days** of the Effective Date. Defendant will pay any Incentive Awards approved by the Court to Class Counsel's client trust account via wire transfer within **thirty (30) calendar days** of the Effective Date. Court approval of the Incentive Awards, or their amount, will not be a condition of the Settlement.

4. Plaintiffs and Class Counsel agree to provide Defendant all identification information necessary to effectuate the payment of Fee Award and incentive awards, including, but not limited to, Taxpayer Identification Number(s), and completed Internal Revenue Service Form(s) W-9.

5. Except for the Fee Award and Incentive Awards to be paid to Class Counsel and Plaintiffs as specifically provided in this Agreement, Defendant does not agree to pay and shall not be responsible or liable under this Agreement for the payment of any attorneys' fees or expenses of Class Counsel, Plaintiffs, the Settlement Class, and Settlement Class Members, any person or entity that may object to the Agreement, or any attorney who may represent any person or entity that may object to the Agreement, in connection with the Action or in connection with any claim that was or could have been alleged in the Action.

IV. SETTLEMENT ADMINISTRATION AND NOTICE

A. All notice and claims administration activities shall be carried out exclusively by the Settlement Administrator.

B. Administration Costs. Class Counsel shall pay sums to cover any reasonable Administration Costs to the Settlement Administrator as they become due.

C. Notice.

1. Within **seven (7) calendar days** of the Court granting Preliminary approval, or at another time mutually agreed to by the Parties and the Settlement Administrator, Defendant will provide the Settlement Administrator a customer list of Settlement Class Members, including

name, the California, Washington, or Oregon shipping address associated with each Settlement Class Member's most recent purchase to a California, Washington, or Oregon address, and the most recent email Defendant has on file for each Class Member ("Class List"), for the purpose of administering the settlement reached pursuant to this Agreement.

2. The Settlement Administrator shall provide Class Notice in the forms approved by the Court, as detailed below, no later than 30 days after Preliminary Approval (the Notice Date).

3. Email Notice. The Settlement Administrator shall provide for Email Notice by sending an email substantially in the same form as **Exhibit A** to the email addresses for Settlement Class Members identified by Defendant. This contact information for the Settlement Class Members will be shared with the Settlement Administrator but not Class Counsel.

4. Mail Notice. If an original Email Notice is returned as undeliverable, the Settlement Administrator will send a Mail Notice in substantially the same form as **Exhibit D** via first class U.S. mail, postage pre-paid to the California, Washington, or Oregon address provided by Defendant and associated with the Settlement Class Member's most recent purchase to a California, Washington, or Oregon address. The Mail Notice will instruct Settlement Class Members to provide the Settlement Administrator with a current email address for settlement purposes only by the Claim Deadline. The Settlement Administrator shall provide Defendant all email addresses provided by Class Members within **fourteen (14) calendar days** after the Claim Deadline.

5. Website Notice. The Settlement Administrator will establish and maintain the Settlement Website. The Settlement Website will be dedicated to the Settlement. On the Settlement Website will be posted the Long Form Notice, the Claim Form, a copy of this Agreement, the Preliminary Approval Order, any request by Class Counsel for attorneys' fees and Incentive Awards, and any other materials the Parties agree to include. The Settlement Website shall also provide for the straightforward and user-friendly online submission of Claim Forms, and instructions as to how to access further case information, including through the Court. The

Settlement Website will also explain Settlement Class Members' right to opt out of or object to the Settlement, and provide the dates to opt out of or object to the settlement. The Settlement Website shall also state the date of the Fairness Hearing, that the date may change without further notice, and that Settlement Class Members should be advised to check the Settlement Website to confirm that the date has not been changed. These documents and information shall be available on the Settlement Website no later than the Notice Deadline and remain until 30 days after distribution of all Settlement Awards. The Settlement Website shall not include any advertising and shall not bear or include Defendant's logo or trademarks.

6. Toll-Free Number. The Settlement Administrator shall establish and host an automated case-specific toll-free number to allow Class Members to learn more and to request further information about the Action.

D. Claim Process. Settlement Class Members may elect to receive a Cash Benefit by submitting a valid Claim Form to the Settlement Administrator via a web form on the Settlement Website during the Claim Period. Settlement Class Members may, at their option, submit a paper Claim Form which will be accepted upon receipt as valid by the Settlement Administrator if the claim is otherwise valid and timely. To be valid, a Claim Form must be associated with an email address or mailing address verified by the Settlement Administrator to be on the Class List. Submitting a valid Claim Form will not require any proof of purchase. Settlement Class Members who do not submit a Claim Form electing to receive payment in the form of a Cash Benefit shall automatically receive a Credit Voucher without the need to file a Claim or take any other affirmative step.

The Settlement Administrator will use adequate and customary procedures and standards to prevent the payment of fraudulent claims. This may include measures such as using a class member identifier to access and file claims and/or validating claims against Defendant's records. The Settlement Administrator shall have the right to audit Claims, and the Settlement Administrator may request additional information from Settlement Class Members submitting Claims. If any Settlement Class Member submits a Claim Form and elects to receive a Cash

Benefit but fails to follow the instructions included on the Claim Form, the Cash Benefit election shall be denied, and such Settlement Class Member shall instead receive payment in the form of a Credit Voucher. The Settlement Administrator shall maintain records of all Claim Forms until **ninety (90) days** after all valid Claims have been finally resolved and the Settlement Administrator has issued payment to those Settlement Class Members who submitted valid Claims and elected to receive a Cash Benefit, and such records will be made available upon request to Class Counsel and Defendant's counsel at the end of the ninety (90) day period. The Settlement Administrator also shall provide such reports, declarations, and such other information to the Court as the Court may require or as Class Counsel or Defendant requests.

E. Final Tally. The Settlement Administrator shall provide weekly reports to counsel for Defendant and Plaintiffs stating the number of Claims received, the number of Claims electing the Cash Benefit option, the number of any Claims electing the Cash Benefit option that have been denied, and the number of requests for exclusion or objections received. Within **seven (7) calendar** days after the close of the Claim Period, the Settlement Administrator shall provide the Parties with the total number of valid and timely Claims received and approved electing the Cash Benefit option to establish the amount of the Cash Benefit fund. The Settlement Administrator shall also provide Defendant with a list of Settlement Class Members who submitted a valid and timely Claim electing the Cash Benefit option.

F. Class Counsel and Defendant will cooperate with the Settlement Administrator in an effort to reasonably manage and reduce Administration Costs.

V. PROCEDURES FOR OBJECTING TO OR REQUESTING EXCLUSION FROM SETTLEMENT

A. Objections. Only Settlement Class Members may object to the Settlement. A Settlement Class Member who wishes to object to the Settlement must do so in writing by the Objection/Exclusion Deadline. All written objections and supporting papers must (a) contain and clearly identify the case name and number; and (b) be mailed to the Settlement Administrator. The Settlement Administrator will provide any written objections received to Class Counsel within five

(5) calendar days (or such other number of days as the Court shall specify), and Class Counsel will file them with the Court. Written objections must also contain: (1) the full name, address and telephone number of the Settlement Class Member; (2) a written statement of all grounds for the objection accompanied by legal support for the objection (if any); (3) any papers, briefs or other documents upon which the objection is based; (4) a list of all persons who will be called to testify in support of the objection (if any); (5) a statement of whether the Settlement Class Member intends to appear at the Fairness Hearing; (6) proof of membership in the Class, or a signed statement attesting, under penalty of perjury, that, while in California, Washington, or Oregon, they purchased one or more products at a sale price from Joybird.com, or from a physical Joybird store, during the Class Period; (7) a list of all objections filed by the objector and his or her counsel to class action settlements in the last three years; and (8) the signature of the Settlement Class Member and her or his counsel, if any. No Settlement Class Member shall be heard at the Fairness Hearing (whether individually or through separate counsel) unless written notice of the Settlement Class Member's intention to appear at the Fairness Hearing, and copies of any written objections or briefs, have been timely submitted to the Court. The date of the postmark on the mailing envelope shall be the exclusive means used to determine whether an objection and/or notice of intention to appear has been timely filed and served. If the postmark is illegible, the objection and/or notice to appear shall be deemed untimely unless it is received within **two (2) calendar days** of the Objection/Exclusion Deadline. Settlement Class Members who fail to timely submit a written objection in the manner specified above shall be deemed to have waived any objections and shall be foreclosed from making any objection (whether by appeal or otherwise) to the Settlement. Class Counsel shall, at least **fourteen (14) calendar days** (or such other number of days as the Court shall specify) before the Fairness Hearing, file any responses to any written objections submitted to the Court by Settlement Class Members in accordance with this Agreement.

B. Procedure for Requesting Exclusion. Settlement Class Members who wish to opt out of this Settlement must submit a written statement to the Settlement Administrator by the

Objection/Exclusion Deadline. To be valid, each request for exclusion must: (a) state the Settlement Class Member's name, address, and phone number; (b) be signed by the Settlement Class Member; and (c) include the statement "I/we request to be excluded from the class settlement in *Jeffrey Jacobs, et al. v. La-Z-Boy Inc. and Stitch Industries Inc.*" and include the case number. No "class" or "mass" exclusions shall be permitted. Requests to opt-out that do not include all required information and/or that are not submitted on a timely basis, will be null, void, and ineffective. The date of the postmark on the mailing envelope shall be the exclusive means used to determine whether a Settlement Class Member's opt-out/exclusion request has been timely submitted. If the postmark is illegible, the opt-out/exclusion request shall be deemed untimely unless it is received by the Settlement Administrator within **two (2) calendar days** of the Objection/Exclusion Deadline. Any Settlement Class Member who properly opts out of the Settlement Class using this procedure will not be entitled to any Settlement Award, will not be bound by the Settlement, and will not have any right to object, appeal or comment thereon. Settlement Class Members who fail to submit a valid and timely request for exclusion on or before the Objection/Exclusion Deadline shall be bound by all terms of the Settlement and any final judgment entered in this litigation if the Settlement is approved by the Court, regardless of whether they ineffectively or untimely requested exclusion from the Settlement.

C. Termination Right. In its sole discretion and at its sole option, Defendant has the unconditional right, but not the obligation, to terminate this Agreement if the total number of opt-outs exceeds 5% of the Settlement Class.

D. No Solicitation of Settlement Objections or Exclusions. The Parties agree to use their best efforts to carry out the terms of this Settlement. At no time will any of the Parties or their counsel seek to solicit or otherwise encourage any Settlement Class Members to object to the Settlement or request exclusion from participating as a Settlement Class Member or encourage any Settlement Class Member to appeal from the final judgment.

VI. PRELIMINARY APPROVAL OF SETTLEMENT

Following full execution of this Agreement, Plaintiffs will move the Court for entry of a Preliminary Approval Order that specifically includes provisions that: (a) preliminarily approve the Settlement as fair, adequate and reasonable to the Settlement Class, and within the reasonable range of possible final approval; (b) conditionally certify the Settlement Class for Settlement purposes only and appoint Class Counsel as counsel for the Settlement Class for Settlement purposes only; (c) approve the forms of Class Notice and find that the notice constitutes the best notice practicable under the circumstances, provides due and sufficient notice to the Settlement Class and fully satisfies the requirements of due process and the applicable rules governing class action settlements; (d) direct that notice be provided to the Settlement Class, in accordance with this Agreement, by the Notice Deadline; (e) establish a procedure for persons in the Settlement Class to object to the Settlement or exclude themselves from the Settlement Class by the Objection/Exclusion Deadline, after which no one shall be allowed to object to the Settlement or exclude himself or herself from the Settlement Class or seek to intervene; (f) approve the Claim Form and the Claims Process described herein, and set a deadline for timely submission of claims; (g) pending final determination of whether the Settlement should be approved, bar all persons in the Settlement Class from commencing or prosecuting against any of the Discharged Parties any action, arbitration, or proceeding in any court, arbitration forum or tribunal asserting any of the Released Claims; (h) pending final determination of whether the Settlement should be approved, stay all proceedings in the Action except those related to effectuation of the Settlement; (i) schedule the Fairness Hearing on Final Approval of the Settlement; and (j) provide that, in the event the proposed Settlement set forth in this Agreement is not approved by the Court, or in the event that this Agreement becomes null and void pursuant to its terms, this Agreement and all orders entered in connection therewith, including but not limited to any order conditionally certifying the Settlement Class, shall become null and void and shall be of no further force and effect and shall not be used or referred to for any purposes whatsoever in the Action or in any other case or controversy; and that in such an event, this Agreement and all negotiations and proceedings

related thereto shall be deemed to be without prejudice to the rights of any and all Parties hereto, who shall be restored to their respective positions as of the date of this Agreement. In the event the Court does not enter a Preliminary Approval order like that described herein, or decides to do so only with substantial modifications, then the Parties have the right, but not the obligation, to terminate this Agreement within **seven (7) calendar days** of that order.

VII. FINAL APPROVAL OF SETTLEMENT

Not later than **seventy-five (75) calendar days** after Preliminary Approval, or on a date ordered by the Court, Plaintiffs shall file a Motion for Final Approval of the Settlement. Plaintiffs shall request that the Court enter a Final Approval Order that specifically includes provisions that: (a) finally approve the Settlement as fair, reasonable and adequate to the Settlement Class Members; (b) find that the Class Notice as given was the best notice practicable under the circumstances, is due and sufficient notice to the Settlement Class and fully satisfies the requirements of due process and the applicable rules governing class action settlements; (c) approve the plan of distribution of the Settlement Awards; (d) finally certify the Settlement Class; (e) confirm that Plaintiffs and the Settlement Class Members have released all Released Claims and are permanently barred and enjoined from asserting, commencing, prosecuting or continuing any of the Released Claims against the Discharged Parties; and (f) dismiss the Action with prejudice, without costs to any Party, except as provided in this Agreement, and subject to the Court's retaining continuing jurisdiction over the Parties for the purpose of enforcement of the terms of this Agreement.

VIII. UNCASHED SETTLEMENT AWARDS

To the extent Settlement Awards are provided by check instead of electronically, the expiration date for settlement checks will be 180 calendar days from the date the settlement checks are issued, unless otherwise extended by agreement of the Parties. Un-cashed settlement checks may be reissued where appropriate, including where the Settlement Class Member states that he or she never received the check, in which case the Settlement Administrator will stop payment on the uncashed check and re-issue the check. Any funds remaining because of un-cashed checks will

be sent by the Settlement Administrator to National Consumer Law Center and will not revert to Defendant. Neither Plaintiffs' nor Defendant's Counsel has any relationship with the National Consumer Law Center.

IX. PARTIES' AUTHORITY

The signatories each represent that they are fully authorized to enter into this Agreement and bind the Parties to its terms and conditions.

X. MUTUAL FULL COOPERATION

The Parties agree to cooperate fully with each other to accomplish the terms of this Agreement, including but not limited to, execution of such documents and the taking of such other action as may reasonably be necessary to implement the terms of this Agreement. The Parties to this Agreement shall use their best efforts, including all efforts contemplated by this Agreement and any other efforts that may become necessary by order of the Court, or otherwise, to effectuate this Agreement. As soon as practicable after execution of this Agreement, Class Counsel, with the assistance and cooperation of Defendant and its counsel, shall take all necessary steps to secure the Court's final approval of this Agreement. Defendant will not attempt to discourage Settlement Class Members from filing claims.

XI. NO ADMISSION

This Agreement is not to be construed or deemed as an admission of liability, culpability, negligence, or wrongdoing on the part of Defendant. Defendant denies all liability for claims asserted in the Action. Each of the Parties has entered into this Agreement with the intention to avoid further disputes and litigation with the attendant inconvenience and expenses. This Agreement is a settlement document and shall, pursuant to any applicable state evidence laws, be inadmissible in evidence in any proceeding, action, arbitration, or hearing, including without limitation any litigation or regulatory proceeding or action, to establish liability. The preceding sentence shall not apply to an action or proceeding to approve or enforce this Agreement.

///

///

XII. NOTICES

Unless otherwise specifically provided, all notices, demands or other communications in connection with this Agreement shall be in writing and shall be deemed served on the date of emailing or mailing by United States registered or certified mail, return receipt requested, addressed as follows:

<u>For The Class</u>	<u>For Defendant</u>
Simon Franzini DOVEL & LUNER, LLP 201 Santa Monica Blvd., Suite 600 Santa Monica, California 90401 simon@dovel.com Scott G. Braden LYNCH CARPENTER LLP 1234 Camino Del Mar Del Mar, California 92014 scott@lcllp.com	Christopher Leyel YOKA SMITH, LLP 445 South Figueroa Street, 35 th Floor Los Angeles, California 90071 cleyel@yokasmith.com Alex Beroukhim ARNOLD & PORTER 777 South Figueroa Street, 44 th Floor Los Angeles, California 90017-5844 Alex.beroukhim@arnoldporter.com

XIII. CONSTRUCTION

The Parties agree that the terms and conditions of this Agreement are the result of lengthy, intensive arms-length negotiations and drafting by and between the Parties, and that this Agreement shall not be construed in favor of or against any Party by reason of the extent to which any Party or his or its counsel participated in the drafting of this Agreement.

XIV. MATERIAL TERMS; CAPTIONS

Each term of this Agreement is a material term of the Agreement not merely a recital, and reflects not only the intent and objectives of the Parties but also the consideration to be exchanged by the Parties hereunder.

Paragraph titles or captions are inserted as a matter of convenience and for reference, and in no way define, limit, extend, or describe the scope of this Agreement or any of its provisions.

///

///

XV. INTEGRATION CLAUSE

This Agreement contains the entire agreement between the Parties concerning to the class Settlement, and all prior or contemporaneous agreements, understandings, representations, and statements, whether oral or written and whether by a Party or such Party's legal counsel, are extinguished.

XVI. NON-EVIDENTIARY USE

Neither this Agreement nor any of its terms shall be offered or received into evidence in the Action, or in any other action or proceeding; provided, however, that nothing contained in this section shall prevent this Agreement from being used, offered, or received in any proceeding to enforce, construe, or finalize this Agreement.

XVII. NO COLLATERAL ATTACK

This Agreement shall not be subject to collateral attack by any Settlement Class Member or any recipient of the notices to the Settlement Class after the judgment and dismissal is entered. Such prohibited collateral attacks shall include claims that a Settlement Class Member's Settlement Award was improperly calculated or adjusted or that a Settlement Class Member failed to receive timely notice of the procedure for disputing the calculation of the individual Settlement Award or failed to submit a timely dispute letter for any reason.

XVIII. AMENDMENTS

The terms and provisions of this Agreement may be amended only by a written agreement, which is both (1) signed by the Parties who have executed this Agreement and (2) approved by the Court.

XIX. ASSIGNMENTS

None of the rights, commitments, or obligations recognized under this Agreement may be assigned by any Party or Settlement Class Member without the express written consent of each other Party hereto. The representations, warranties, covenants, and agreements contained in this Agreement are for the sole benefit of the Parties and Settlement Class Members under this

Agreement, and shall not be construed to confer any right or to avail any remedy to any other person.

XX. GOVERNING LAW

This Agreement shall be governed by, construed, and interpreted and the rights of the Parties determined in accordance with the laws of the State of California, irrespective of the State of California's choice of law principles.

XXI. BINDING ASSIGNS

This Agreement shall be binding upon and inure to the benefit of the Parties and their respective heirs, trustees, executors, administrators, successors, and assigns.

XXII. TAX CONSEQUENCES

No opinion concerning the tax consequences of this Settlement to any Settlement Class Member is given or will be given by Defendant, Defendant's counsel, or Class Counsel, nor is any Party or his/her/its counsel providing any representation or guarantee respecting the tax consequences of the Settlement as to any Settlement Class Member. The Long Form Notice provided on the Settlement Website will direct Settlement Class Members to consult their own tax advisors regarding the tax consequences of the Settlement and any tax reporting obligations with respect thereto. Each Settlement Class Member is responsible for his/her taxes or tax reporting and other obligations respecting the Settlement, if any.

XXIII. CLASS COUNSEL SIGNATORIES

It is agreed that because the Settlement Class appears to be so numerous, it is impossible or impractical to have each member of the class execute this Agreement. The notice plan set forth herein will advise Settlement Class Members of all material terms of this Agreement, including the binding nature of the releases and thus shall have the same force and effect as if this Agreement were executed by each Settlement Class Member.

XXIV. COUNTERPARTS

This Agreement may be executed in counterparts, and when each Party has signed and delivered at least one such counterpart, each counterpart shall be deemed an original, and, when

taken together with other signed counterparts, shall constitute one Agreement, which shall be binding upon and effective as to all Parties and the Settlement Class. This Agreement may be delivered originally or by email or other electronic means, and the delivered image or electronic signature shall be treated as an original.


XXV. CONTINUING JURISDICTION

The Superior Court of California for the County of San Diego shall retain exclusive and continuing jurisdiction to interpret and enforce the terms, conditions, and obligations of this Agreement and its own orders and judgments. In the event of a breach by Defendant, a Settlement Class Member or Class Counsel under this Agreement, the Court may exercise all equitable powers over Defendant, such Settlement Class Member or Class Counsel to enforce this Agreement and the Final Order and Judgment irrespective of the availability or adequacy of any remedy at law. Such powers include, among others, the power of specific performance and injunctive relief.

IN WITNESS WHEREOF, the Parties have duly executed this Agreement as of the dates indicated below:

CLASS REPRESENTATIVES AND CLASS COUNSEL:

DATED: 7/2/2025, 2025

Signed by:

 By: _____
 Jeffrey Jacobs
 Plaintiff

DATED: _____, 2025

By: _____
 Madeline Casey
 Plaintiff

DATED: _____, 2025

DOVEL & LUNER, LLP
 By: _____
 Simon Franzini

DATED: _____, 2025

LYNCH CARPENTER, LLP
 By: _____
 Scott G. Braden

taken together with other signed counterparts, shall constitute one Agreement, which shall be binding upon and effective as to all Parties and the Settlement Class. This Agreement may be delivered originally or by email or other electronic means, and the delivered image or electronic signature shall be treated as an original.

XXV. CONTINUING JURISDICTION

The Superior Court of California for the County of San Diego shall retain exclusive and continuing jurisdiction to interpret and enforce the terms, conditions, and obligations of this Agreement and its own orders and judgments. In the event of a breach by Defendant, a Settlement Class Member or Class Counsel under this Agreement, the Court may exercise all equitable powers over Defendant, such Settlement Class Member or Class Counsel to enforce this Agreement and the Final Order and Judgment irrespective of the availability or adequacy of any remedy at law. Such powers include, among others, the power of specific performance and injunctive relief.

IN WITNESS WHEREOF, the Parties have duly executed this Agreement as of the dates indicated below:

CLASS REPRESENTATIVES AND CLASS COUNSEL:

DATED: _____, 2025

By: _____
Jeffrey Jacobs
Plaintiff

DATED: June 30th, 2025

Signed by:
By: Madeline Casey
Madeline Casey
Plaintiff

DATED: July 1, 2025

DOVEL & LUNER, LLP
DocuSigned by:
By: Simon Franzini
Simon Franzini

DATED: _____, 2025

LYNCH CARPENTER, LLP
By: _____
Scott G. Braden

taken together with other signed counterparts, shall constitute one Agreement, which shall be binding upon and effective as to all Parties and the Settlement Class. This Agreement may be delivered originally or by email or other electronic means, and the delivered image or electronic signature shall be treated as an original.

XXV. CONTINUING JURISDICTION

The Superior Court of California for the County of San Diego shall retain exclusive and continuing jurisdiction to interpret and enforce the terms, conditions, and obligations of this Agreement and its own orders and judgments. In the event of a breach by Defendant, a Settlement Class Member or Class Counsel under this Agreement, the Court may exercise all equitable powers over Defendant, such Settlement Class Member or Class Counsel to enforce this Agreement and the Final Order and Judgment irrespective of the availability or adequacy of any remedy at law. Such powers include, among others, the power of specific performance and injunctive relief.

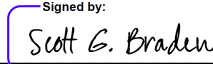
IN WITNESS WHEREOF, the Parties have duly executed this Agreement as of the dates indicated below:

CLASS REPRESENTATIVES AND CLASS COUNSEL:

DATED: _____, 2025 By: _____
Jeffrey Jacobs
Plaintiff


DATED: _____, 2025 By: _____
Madeline Casey
Plaintiff

DATED: _____, 2025 DOVEL & LUNER, LLP
By: _____
Simon Franzini

DATED: 7/3/2025, 2025 LYNCH CARPENTER, LLP
By: 
Scott G. Braden

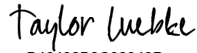
DEFENDANTS AND COUNSEL FOR DEFENDANTS:

DATED: 07/08/25, 2025

Signed by:

By: 10207E5EC3A3440
Stitch Industries, Inc.

Title: President, Portfolio Division


DATED: 07/08/25, 2025

Signed by:

By: B4649858C62949D...
La-Z-Boy, Incorporated

Title: SVP and CFO


DATED: _____, 2025

YOKA | SMITH, LLP

DocuSigned by:

By: 72497EF6958A46D...
Christopher P. Level

DATED: _____, 2025

ARNOLD & PORTER KAYE SCHOLER, LLP

By:  /Approved as to form
Alex Beroukhim

EXH. A

TO: «Settlement Class Member Email Address»
FROM: Joybird Settlement Administrator
RE: LEGAL NOTICE OF CLASS ACTION SETTLEMENT – Jacobs v. La-Z-Boy Inc. and Stitch Industries Inc.

«FIRST NAME» «LAST NAME»
Notice ID: «Notice ID»
Confirmation Code: «Confirmation Code»

TO ALL PERSONS WHO PURCHASED PRODUCTS AT A SALE PRICE FROM JOYBIRD.COM, OR AT A PHYSICAL JOYBIRD STORE, FROM DECEMBER 18, 2019 TO [DATE], WHILE RESIDING IN CALIFORNIA, OREGON, OR WASHINGTON.

Read This Notice Carefully. You Could Receive Compensation From This Class Action Settlement.
This Court-Authorized Notice describes your rights and gives information about the proposed settlement.
This notice is only a summary. Details of the settlement are available at [Settlement Website] or by writing to or calling the Class Action Settlement Administrator at the address or toll-free number below.

What Is This Case About?

In the lawsuit entitled *Jeffrey Jacobs, et al. v. La-Z-Boy Inc. and Stitch Industries Inc.*, Case No. [Case Number] filed in the Superior Court of California for the County of San Diego, plaintiffs Jeffrey Jacobs and Madeline Casey (“Plaintiffs” or “Class Representatives”), on behalf of themselves and a proposed class and subclasses, allege that La-Z-Boy Inc. and Stitch Industries Inc. (collectively, “Defendant”) deceptively advertised various discounts of its products on its website, Joybird.com, and in physical Joybird stores. Defendant denies that it misled consumers, disputes that it has done anything wrong, and believes its advertising was accurate and lawful. The lawsuit seeks money damages, as well as attorneys’ fees and costs. The Court has not ruled on the merits of the claims or Defendant’s defenses.

Who Is A Settlement Class Member?

The settlement includes all consumers who, while in the states of California, Oregon, or Washington, purchased one or more products on Joybird.com, or at a Joybird physical store location, at a sale price, from December 18, 2019 to [REDACTED].

What Are The Terms Of The Settlement?

Under the terms of the Settlement, Settlement Class Members will each receive a **\$115.00** settlement benefit. Class Members will receive their settlement benefits in either (a) cash, paid by check or electronic payment (“Cash Benefit”); or (b) store credit that can be applied towards any purchase made on Joybird.com (“Credit Voucher”). Class Members can decide whether to receive a Cash Benefit or Credit Voucher. The Parties estimate that there are approximately 61,000 Settlement Class Members, so the Parties estimate that the total value of the Cash Benefits and Credit Vouchers to Class Members will be approximately \$7,015,000. In addition to these benefits, Defendant has also agreed to pay incentive awards of up to \$7,500 to each of the Class Representatives, and reasonable attorneys’ fees and expenses of up to \$1,325,000, as approved by the Court. Payment of these costs and fees will not reduce the value of the Cash Benefits and Credit Vouchers that Settlement Class Members will receive. More information about the benefits available under the Settlement is available at [Settlement Website].

How Do You Choose Your Settlement Benefit?

To receive a Cash Benefit, you must submit a signed and completed Claim Form online to the Class Action Settlement Administrator by **no later than [Claim Deadline]**. Claim Forms may also be submitted to the Class Action Settlement Administrator by mail if postmarked **no later than [Claim Deadline]**. The Claim Form is available at **[Settlement Website]**. To be valid, a Claim Form must include the email address or mailing address associated with one of your purchases on Joybird.com, or in a physical Joybird store. To receive a Credit Voucher, you do not have to do anything. If you do not submit a signed and completed Claim Form to the Class Action Settlement Administrator by **[Claim Deadline]**, you will automatically receive the Credit Voucher.

What Are My Other Options?

If you do not want to be legally bound by the Settlement, you may opt out of the Settlement by sending a request for exclusion to the Class Action Settlement Administrator **no later than [Objection/Exclusion Deadline]**. If you exclude yourself from the Settlement, you will not receive a Cash Benefit or Credit Voucher from the Settlement. If you do not opt out of the Settlement, you will be bound by any judgment approving the Settlement and will give up any right to sue Defendant for any claims under federal and state law that arise from or relate to the allegations concerning Defendant's advertising practices in this action.

If you stay in the Settlement (i.e., do not exclude yourself from the Settlement), you may object to the Settlement by writing to the Court explaining why you do not like the Settlement by **no later than [Objection/Exclusion Deadline]**. Additional information about opting out of or objecting to the Settlement is available at **[Settlement Website]**. You will be bound by the Settlement if your objection is rejected and will still receive a Settlement Benefit.

Final Approval Hearing

The Court will hold a hearing in this case to consider whether to approve the Settlement on **[Fairness Hearing Date]**, at **[Fairness Hearing Time]**, **[Court Address]**. The date of the Final Approval Hearing may change without further notice to the class. Settlement Class Members should be advised to check the settlement website to confirm that the date has not been changed and whether the hearing may be held virtually.

THIS NOTICE IS ONLY A SUMMARY. MORE INFORMATION ABOUT THE LAWSUIT AND THE PRECISE TERMS AND CONDITIONS OF THE SETTLEMENT IS AVAILABLE AT [Settlement Website], OR BY WRITING OR CALLING THE CLASS ACTION SETTLEMENT ADMINISTRATOR AT [Settlement Admin Address] OR [Phone Number] (TOLL-FREE), OR CLASS COUNSEL WHOSE CONTACT INFORMATION CAN BE FOUND AT <https://www.dovel.com> and <https://lynchcarpenter.com>, OR BY VISITING THE COURT TO REVIEW THE CASE'S DOCKET AT [COURT ADDRESS] BETWEEN 8:30 A.M. AND 4:00 P.M., MONDAY THROUGH FRIDAY, EXCLUDING COURT HOLIDAYS.

PLEASE DO NOT TELEPHONE THE COURT OR THE COURT CLERK'S OFFICE TO INQUIRE ABOUT THIS SETTLEMENT OR THE CLAIM PROCESS.

[Unsubscribe](#)

EXH. B

Superior Court of California for the County of San Diego

Jeffrey Jacobs, et al. v. La-Z-Boy Inc. and Stitch Industries Inc., Case No. [Case Number]

If you purchased products at a sale price from Joybird.com, or in a physical Joybird store, while residing in California, Oregon, or Washington during the time period listed below, you may be entitled to compensation from a class action settlement.

A court authorized this Notice. This is not a solicitation from a lawyer.

- The Settlement resolves a lawsuit alleging that Defendant deceptively advertised various discounts of its products on its website, Joybird.com, and in physical Joybird stores.
- The two sides disagree on whether Plaintiffs and the Settlement Class could have prevailed at trial. By entering into the Settlement, Defendant has not conceded the truth or validity of any of the claims against it and denies any liability or wrongdoing
- Defendant has agreed to pay settlement benefits, and other expenses, as described below, to fully resolve and release the claims of all consumers who who, while in the states of California, Oregon, or Washington, purchased one or more products on Joybird.com, or at a Joybird physical store location, at a sale price, from December 18, 2019 to [redacted].
- Under the terms of the Settlement, Settlement Class Members will each receive a **\$115.00** settlement benefit. Class Members will receive their settlement benefits in either (a) cash, paid by check or electronic payment (“Cash Benefit”); or (b) store credit that can be applied towards any purchase made on Joybird.com (“Credit Voucher”). Class Members can decide whether to receive a Cash Benefit or Credit Voucher. The Parties estimate that there **are** approximately 61,000 Settlement Class Members, so the Parties estimate that the total value of the Cash Benefits and Credit Vouchers to Class Members will be approximately \$7,015,000. In addition to these benefits, Defendant has also agreed to pay incentive awards of up to \$7,500 to each of the Class Representatives, and reasonable attorneys’ fees and expenses of up to \$1,325,000, as approved by the Court. Payment of these costs and fees will not reduce the value of the Cash Benefits and Credit Vouchers that Settlement Class Members will receive.
- To be eligible to receive a Cash Benefit, Settlement Class Members must submit a valid Claim Form, as instructed below. To be valid, a Claim Form must include the email address or mailing address associated with one of your purchases on Joybird.com, or in a physical Joybird store. Settlement Class Members who do not choose to receive the Cash Benefit by submitting a valid Claim Form shall instead automatically receive the Credit Voucher.
- Your legal rights may be affected whether you act, or don’t act. Read this Notice carefully.

Your Legal Rights and Options in This Settlement:	
DO NOTHING	If you do nothing, you will receive a \$115.00 Credit Voucher. The credit can be applied towards any purchase made on Joybird.com. More information about the credits is provided below. By doing nothing, you will give up certain rights to sue Defendant.
SUBMIT A CLAIM FORM DEADLINE: [DATE]	If you submit a valid Claim Form by [Claim Deadline], and elect to receive the Cash Benefit, you will receive a cash payment of \$115.00 in the form of a check or electronic payment. By submitting a Claim Form, you will give up certain rights to sue Defendant.
EXCLUDE YOURSELF FROM THE CASE DEADLINE: [DATE]	This is the only option that allows you to sue Defendant on your own regarding the legal claims in this case, but you will not receive compensation under the Settlement. The deadline for excluding yourself is [Objection/Exclusion Deadline].
OBJECT TO THE SETTLEMENT DEADLINE: [DATE]	Write to the Court about why you do not like the Settlement. A Settlement Class Member who objects still remains in the Settlement Class and will receive a Settlement Benefit. The deadline for objecting is [Objection/Exclusion Deadline].

- These rights and options—and the deadlines to exercise them—are explained in this Notice.
- The Court in charge of this case must still decide whether to approve the Settlement. Settlement Benefits will be issued if the Court approves the Settlement and after appeals are resolved, if any.

BASIC INFORMATION

1. Why was this notice issued?

This notice was issued because a court has conditionally “certified” this case as a class action lawsuit for settlement purposes only and your rights may be affected. If you purchased, at a sale price, one or more products on Joybird.com, or at a Joybird physical store location, and your purchases were made in the states of California, Oregon, or Washington, from December 18, 2019 to [REDACTED], you may have legal rights and options in this case. This Notice explains all of these issues. The Superior Court of California for the County of San Diego is overseeing this class action. The case is known as *Jeffrey Jacobs, et al. v. La-Z-Boy Inc. and Stitch Industries Inc.*, Case No. [Case Number] (the “Action”). The people who sued are called the Plaintiffs. The company they sued is called the Defendant.

2. Why is this a class action?

In a class action, one or more people, called “Class Representatives” (in this case Jeffrey Jacobs and Madeline Casey, the named “Plaintiffs”), sue on behalf of all people who have similar claims. Together, these people are called a Class or Class Members. One court resolves the issues for all Class Members, except for those who exclude themselves from the Class. Here, the Court has certified a class action for settlement purposes only (the “Settlement Class”). More information about why this is a class action can be found in the Court’s Preliminary Approval Order, which is available at [Settlement Website].

3. Why is there a settlement?

The Court did not decide in favor of Plaintiffs or Defendant. Plaintiffs think they would have prevailed at trial. Defendant thinks the Plaintiffs would not have won anything from a trial. But there was no trial. Instead, both sides agreed to this Settlement. That way, both sides avoid the risk and cost of a trial, and the Settlement Class Members will receive compensation. The Class Representatives and their attorneys think the Settlement is best for all Class Members.

THE CLAIMS IN THE LAWSUIT

4. What is the lawsuit about?

The lawsuit claims that Defendant deceptively advertised various discounts of its products on its website, Joybird.com, and in physical Joybird stores. The lawsuit claims that Defendant violated California, Oregon, and Washington consumer protection law, and also asserts claims for quasi-contract/unjust enrichment, breach of contract, breach of express warranties, intentional misrepresentation, and negligent misrepresentation. Defendant denied these claims and denies any liability or wrongdoing. More information can be found in the Consolidated Class Action Complaint, available at [\[Settlement Website\]](#).

MEMBERS OF THE SETTLEMENT CLASS

5. How do I know if I am a part of the Settlement Class?

The Court has certified this case for settlement purposes only as a class action. The Settlement Class consists of: all consumers who, while in the states of California, Oregon, or Washington, purchased one or more products on Joybird.com, or at a Joybird physical store location, at a sale price, from December 18, 2019 to [\[Settlement Website\]](#).

Excluded from the Settlement Class are all persons who validly opt out of the Settlement in a timely manner; governmental entities; counsel of record (and their respective law firms) for the Parties; Defendant and any of its parents, affiliates, subsidiaries, independent service providers and all of their respective officers and directors; the presiding judge in the Action or judicial officer presiding over the matter, and all of their immediate families and judicial staff; and any natural person or entity that entered into a release with Defendant prior to the Effective Date arising from the same representations, advertising, marketing and/or sales on the Defendant's website, Joybird.com, or in its physical Joybird stores, underlying the claims in the operative complaint in the Action.

THE SETTLEMENT BENEFITS

6. What does the Settlement provide?

Under the terms of the Settlement, Settlement Class Members will each receive a \$115.00 settlement benefit. Class Members will receive their settlement benefits in either (a) cash, paid by check or electronic payment ("Cash Benefit"); or (b) store credit that can be applied towards any purchase made on Joybird.com ("Credit Voucher").

Class Members can decide whether to receive Cash Benefits or Credit Vouchers—in either case, the Benefits and Vouchers will be worth \$115.00. Credit Vouchers will be valid for two years after distribution and can be used at any time, towards any purchase on Joybird.com with no blackout dates or restrictions. They can be combined with any other sale or discount, and are freely transferable between consumers. The Parties estimate that there are approximately 61,000 Settlement Class Members, so the Parties estimate that the total value of the Cash Benefits and Credit Vouchers to Class Members will be approximately \$7,150,000.

In addition to these benefits, Defendant has also agreed to pay incentive awards of up to \$7,500 to each of the Class Representatives, and reasonable attorneys' fees and expenses of up to \$1,325,000, as approved by

the Court. Payment of these costs and fees will not reduce the value of the Cash Benefits and Credit Vouchers that Settlement Class Members will receive.

7. How much will my payment be?

Each Cash Benefit and Credit Voucher will be worth \$115.00.

8. What am I giving up to stay in the Settlement Class?

Unless you exclude yourself from the Settlement, you will be part of the Settlement Class, and you will be bound by the release of claims in the Settlement. This means that, if the Settlement is approved, you cannot sue, continue to sue, or be part of any other lawsuit against Defendant asserting a released claim. It also means that all the Court's orders will apply to you and legally bind you. If you sign the Claim Form or do nothing, you will agree to release Defendant from any and all claims under federal and state law that arise from or relate to the allegations concerning Defendant's advertising practices at issue in this action.

THE LAWYERS REPRESENTING YOU

9. Do I have a lawyer in this case?

Yes. The Court has appointed the law firms of Dovel & Luner, LLP and Lynch Carpenter LLP as Class Counsel to represent you and the Settlement Class in this case. These lawyers have experience handling similar cases. More information about the lawyers and their law firms is available at <https://www.dovel.com> and <https://lynchcarpenter.com/>.

10. Should I get my own lawyer?

You do not need to hire your own lawyer because Class Counsel is representing you and all the other members of the Settlement Class. If you want someone other than Class Counsel to speak for you, you may hire your own lawyer at your own expense.

11. How will the lawyers be paid?

Class Counsel may file a request for attorneys' fees and reimbursement of the costs they sustained in litigating this case of no more than \$1,325,000. Class Counsel may also ask the Court to approve incentive awards of up to \$7,500 to the Class Representatives, Jeffrey Jacobs and Madeline Casey, for their services as Class Representatives. The Court may award less than these amounts.

HOW TO CHOOSE YOUR SETTLEMENT BENEFIT

12. How can I get compensation under the Settlement?

Settlement Class Members who do not opt out of the Settlement by [Objection/Exclusion Deadline] will receive compensation in the form of either (a) cash, paid by check or electronic payment ("Cash Benefit"); or (b) credit that can be applied towards any purchase made on Joybird.com ("Credit Voucher"), at each Settlement Class Member's election.

To receive the Cash Benefit, you must submit a valid Claim Form. To be valid, a Claim Form must include the email address or mailing address associated with one of your purchases on Joybird.com, or in a physical Joybird store. Settlement Class Members who do not submit a valid Claim Form by [Claim Deadline], will receive the Credit Voucher. A Claim Form is available on the internet at [Settlement Website]. Read the instructions carefully, fill out the form, sign it, and submit it online no later than [Claim Deadline]. You may also submit a Claim Form by mail if postmarked by no later than [Claim Deadline].

To receive a Cash Benefit, each Settlement Class Member must attest under penalty of perjury that they were a California, Washington, or Oregon resident who purchased products at a sale price on Joybird.com, or at a California, Oregon, or Washington Joybird store, during the Class Period, and the information supplied in the Claim Form is true and correct to the best of the Settlement Class Member's knowledge. Failure to timely submit a valid Claim Form with all requested information will result in such Settlement Class Member receiving a Credit Voucher by default.

13. When would I receive compensation?

The Court will hold a hearing on [Fairness Hearing Date], to decide whether to approve the Settlement. If the Court approves the Settlement, after that, there may be appeals. It is always uncertain whether these appeals can be resolved, and resolving them can take time, perhaps more than a year. Settlement benefits will be distributed after the Settlement is finally approved and all appeals (if any) have been resolved in favor of the Settlement. The progress of the Settlement will be updated through information posted at [Settlement Website]. Please be patient.

EXCLUDING YOURSELF FROM THE SETTLEMENT

14. How do I get out of the Settlement?

If you do not want a Settlement benefit under this Settlement, and you want to keep the right to sue or continue to sue Defendant regarding the alleged marketing practices that are the subject of the Action, then you must take steps to get out of the Settlement Class. This is called excluding yourself from, or opting out of, the Settlement Class.

To exclude yourself from the Settlement, you must send a letter by mail to the Class Action Settlement Administrator that (a) states your name, address, and phone number; (b) is personally signed by you, and not your attorney or anyone acting on your behalf; and (c) includes the statement "I/we request to be excluded from the class settlement in *Jeffrey Jacobs, et al. v. La-Z-Boy Inc. and Stitch Industries Inc.*, Case No. [Case Number]." No request for exclusion will be valid unless all of the information described above is included.

You must mail your exclusion request postmarked no later than [Objection/Exclusion Deadline], to the Class Action Settlement Administrator at the following address:

[Address]

15. If I do not exclude myself, can I sue Defendant for the same thing later?

No. If you do not exclude yourself, you give up any right to sue (or continue to sue) Defendant for the claims that this Settlement resolves.

16. If I exclude myself, can I get compensation under this Settlement?

No. If you ask to be excluded, you will not get any compensation under the Settlement, and you cannot object to the Settlement.

OBJECTING TO THE SETTLEMENT

17. How do I tell the Court that I do not agree with the Settlement?

You can ask the Court to deny approval of the Settlement by filing an objection. You can't ask the Court to order a different Settlement; the Court can only approve or reject the Settlement. If the Court denies approval, no Settlement Benefits will be sent out and the lawsuit will continue. If that is what you want to

happen, you must object. A Settlement Class Member who objects still remains in the Settlement Class and must timely submit a Claim Form in order to obtain a Cash Benefit.

Any objection to the proposed Settlement must be in writing. If you submit a timely written objection, you may, but are not required to, appear at the Final Approval Hearing, either in person or through your own attorney. If you appear through your own attorney, you are responsible for hiring and paying that attorney.

All written objections and supporting papers must (a) clearly identify the case name and number (“*Jeffrey Jacobs, et al. v. La-Z-Boy Inc. and Stitch Industries Inc.*, Case No. [Case Number]”), and (b) be mailed to the Settlement Administrator postmarked on or before [Objection/Exclusion Deadline].

[Address]

Written objections must also contain: (1) your full name, address, and telephone number; (2) a written statement of all grounds for the objection accompanied by any legal support for the objection (if any); (3) copies of any papers, briefs or other documents upon which the objection is based (if any); (4) a list of all persons who will be called to testify in support of the objection (if any); (5) a statement of whether you intend to appear at the Final Approval Hearing; (6) proof of membership in the Class or a signed statement attesting under penalty of perjury that you are a Settlement Class Member; (7) a list of all objections filed by you and your counsel to class action settlements in the last three years (if any); and (8) your signature and your attorney’s signature (if any).

18. What is the difference between objecting and excluding myself from the Settlement?

Objecting means telling the Court that you do not like something about the Settlement. You can object only if you stay in the Settlement Class. Excluding yourself from the Settlement means that you do not want to be part of the Settlement Class. If you exclude yourself, then you have no basis to object to the Settlement.

A Settlement Class Member who objects still remains in the Settlement Class and is eligible to receive a Settlement Benefit.

IF YOU DO NOTHING

19. What happens if I do nothing at all?

If you do nothing, you will remain a member of the Settlement Class and you will give up your right to sue Defendant. You will automatically receive a settlement benefit in the form of a \$115.00 Credit Voucher.

THE COURT’S FINAL APPROVAL HEARING

20. When and where will the Court decide whether to approve the Settlement?

The Court will hold a Final Approval Hearing at [Fairness Hearing Date], at the [Court Address]. At this hearing, the Court will consider whether the Settlement is fair, reasonable and adequate. If there are valid objections that comply with the requirements herein, the Court also will consider them and will listen to people who have asked to speak at the hearing. The Court may also decide how much to pay to Class Counsel and the Class Representatives.

The date of the Final Approval Hearing may change without further notice to the Settlement Class. Settlement Class Members should check the Settlement Website to confirm that the date has not been changed and whether the hearing may proceed virtually.

21. Do I have to come to the hearing?

No. Class Counsel will appear on behalf of the Settlement Class. But, you are welcome to come, or have your own lawyer appear, at your own expense.

22. May I speak at the hearing?

You, or any lawyer you retain, may ask the Court for permission to speak at the Final Approval Hearing. To do so, you must include in your objection to the Settlement a statement saying that it is your intent to appear at the Final Approval Hearing. Your Objection and notice of intent to appear must be submitted to the Court and postmarked no later than [Objection/Exclusion Deadline]. You cannot speak at the hearing if you excluded yourself from the Settlement.

TAX CONSEQUENCES

23. Do I have to pay taxes on money received under this settlement?

None of Defendant, Class Counsel, or the Class Action Settlement Administrator is able provide any advice or guidance regarding the tax consequences of the Settlement as to any Settlement Class Member. Settlement Class Members should consult their own tax advisors regarding the tax consequences of the Settlement and any tax reporting obligations with respect thereto. Each Settlement Class Member is responsible for his/her taxes or tax reporting and other obligations respecting the Settlement, if any.

GETTING MORE INFORMATION

24. Is this the entire Settlement?

No. This notice is only a summary of the proposed Settlement. More information about the lawsuit and the precise terms and conditions of the Settlement is available at [Settlement Website], or by calling toll-free [Phone Number], or by writing to the Class Action Settlement Administrator at [Address], or by visiting the Court to review the case's docket at [Court Address], between 8:30 a.m. and 4:00 p.m., Monday through Friday, excluding court holidays. You may also contact Class Counsel using the information listed below:

DOVEL & LUNER, LLP
Simon Franzini
simon@dovel.com
Grace Bennett
grace@dovel.com
201 Santa Monica Blvd., Suite 600
Santa Monica, California 90401
(310) 656-7066

LYNCH CARPENTER LLP
Scott Braden
scott@lcllp.com
9171 Towne Centre Drive, Suite 180
San Diego, CA 92122
(619) 762-1910

Please do not telephone the Court or the Court Clerk's Office to inquire about this Settlement or the Claims Process.

EXH. C

**TO ALL PERSONS WHO PURCHASED
PRODUCTS AT A SALE PRICE FROM
JOYBIRD.COM, OR AT A PHYSICAL
JOYBIRD STORE, FROM DECEMBER 18,
2019 TO [DATE], WHILE RESIDING IN
CALIFORNIA, OREGON, OR
WASHINGTON.**

**Read This Notice Carefully. You
Could Receive Compensation
From This Class Action
Settlement.**

This Court-Authorized Notice describes your rights and gives information about the proposed settlement. This notice is only a summary. Details of the settlement are available at [Settlement Website] or by writing to or calling the Class Action Settlement Administrator at the address or toll-free number on the back of this notice.

Jacobs v. La-Z-Boy Inc. and Stitch Industries Inc.
c/o Administrator
[Address]

«ScanString»

Postal Service: Please do not mark barcode

Notice ID: «Notice ID»

Confirmation Code: « Confirmation Code »

«FirstName» «LastName»

«Address1»

«Address2»

«City», «StateCd» «Zip»

«CountryCd»

What is this Case About? In this lawsuit, Plaintiffs allege that Defendant deceptively advertised various discounts of its products on its website, Joybird.com, and in physical Joybird stores. Defendant disputes the allegations, denies that it misled consumers, and believes its advertising was accurate and lawful. You are receiving this Notice because Defendant's records indicate that you may be a Settlement Class Member. Settlement Class Members include all consumers who while in the states of California, Oregon, or Washington, purchased one or more products on Joybird.com, or at a Joybird physical store location, at a sale price, from December 18, 2019 to [redacted].

What are the Settlement Benefits? Under the terms of the Settlement, Settlement Class Members will each receive a **\$115.00** settlement benefit. Class Members will receive their settlement benefits in either (a) cash, paid by check or electronic payment ("Cash Benefit"); or (b) store credit that can be applied towards any purchase made on Joybird.com ("Credit Voucher"). Class Members can decide whether to receive a Cash Benefit or Credit Voucher. The Parties estimate that there are approximately 61,000 Settlement Class Members, so the Parties estimate that the total value of the Cash Benefits and Credit Vouchers to Class Members will be approximately \$7,015,000. In addition to these benefits, Defendant has also agreed to pay incentive awards of up to \$7,500 to each of the Class Representatives, and reasonable attorneys' fees and expenses of up to \$1,325,000, as approved by the Court. Payment of these costs and fees will not reduce the value of the Cash Benefits and Credit Vouchers that Settlement Class Members will receive. More information about the benefits available under the Settlement is available at [Settlement Website].

How do I Choose a Settlement Award? To receive the Cash Benefit, you must submit a Claim Form online, available at [Settlement Website], by [Claim Deadline]. You can also mail the Claim Form to the Settlement Administrator, postmarked by [Claim Deadline]. To be valid, a Claim Form must include the email address or mailing address associated with one of your purchases on Joybird.com, or in a physical Joybird store. To receive a Credit Voucher, you do not have to do anything. But, to ensure you receive a Credit Voucher, please provide a current email address at [Settlement Website] by [Claim Deadline]. If you do not submit a timely Claim Form, you will automatically receive the Credit Voucher.

What are my Other Options? If you do nothing, you will automatically receive the Credit Voucher. You will be legally bound by the terms of the Settlement, and you will release your claims against Defendant. If you do not want to be legally bound by the Settlement, you may opt out of the Settlement by [Objection/Exclusion Deadline]. If you opt-out, you will not receive a Cash Benefit or Credit Voucher from the Settlement. If you do not opt-out, you can object to the Settlement by [Objection/Exclusion Deadline]. Please visit [Settlement Website] for more information on how to opt-out or object to the Settlement.

The Court's Final Approval Hearing. The Court will hold a hearing in this case to consider whether to approve the Settlement on [Fairness Hearing Date] at [Fairness Hearing Time], at [Court Address]. The date of the Final Approval Hearing may change without further notice to the class. Settlement Class Members should be advised to check the settlement website to confirm that the date has not been changed and whether the hearing may be held virtually.

This notice is only a summary. For more information, visit [Settlement Website] or write or call the class action Settlement Administrator at [Settlement Admin Address] OR [Phone Number] (toll-free).

EXH. D

Your claim form
must be submitted
online or
postmarked by:
[Claim Deadline]

Superior Court of California for the
County of San Diego

Jacobs, et al. v. La-Z-Boy Inc. and Stitch Industries Inc.
Case No. [Case Number]

WHI-Claim

Claim Form

JOYBIRD SETTLEMENT

CLAIM FORM FOR CASH BENEFIT

INSTRUCTIONS

This class action alleges that Defendant violated California, Oregon, and Washington state laws by deceptively advertising various discounts of its products on its website, Joybird.com, and in physical Joybird stores. Defendant denies these allegations.

You are a Settlement Class Member if you, while in the states of California, Oregon, or Washington, purchased one or more products on Joybird.com, or at a Joybird physical store location, at a sale price, from December 18, 2019 to [REDACTED].

If you wish to receive your \$115.00 Settlement Benefit(s) in the form of cash (“Cash Benefit”) rather than credit you must submit a valid Claim no later than [Claim Deadline]. To be valid, the Claim Form must include the email address or mailing address associated with one of your purchases on Joybird.com, or in a physical Joybird store. You do not need to provide proof of purchase.

If you wish to receive your Settlement Benefit(s) in the form of credit (“Credit Voucher”), then you do not have to do anything – you will automatically receive the credit so long as you are a Settlement Class Member and do not exclude yourself from the settlement.

Cash Benefits will be mailed to you by check or digital payment. Please ensure you provide a current, valid mailing address, email address, and mobile phone number with your Claim submission. If the mailing address, email address, or mobile phone number you include with your submission becomes invalid for any reason, it is your responsibility to provide accurate updated contact information to the Settlement Administrator to receive a payment.

The information provided on this Claim Form will be used solely by the Court-approved Settlement Administrator for the purposes of administering the Settlement and will not be provided to any third party or sold for marketing purposes.

SUBMITTING YOUR CLAIM FORM

Claim Forms may be submitted online at [WEBSITE] by [DEADLINE], or completed and mailed **postmarked no later than [DEADLINE]** to:

[Address]

If you have any questions, please contact the Settlement Administrator by email at [EMAIL ADDRESS] or by mail at the address listed above.

Your claim form
must be submitted
online or
postmarked by:
[Claim Deadline]

Superior Court of California for the
County of San Diego

Jacobs, et al. v. La-Z-Boy Inc. and Stitch Industries Inc.
Case No. [Case Number]

WHI-Claim

Claim Form

I. YOUR CONTACT INFORMATION AND MAILING ADDRESS

First Name

Last Name

Street Address

City

State

Zip Code

Email Address

Phone Number

Notice ID (if you received a Notice)

Please ensure you provide a current, valid mailing address, email address, and mobile phone number with your Claim submission. If the mailing address, email address, or mobile phone you include with your submission on this Claim Form becomes invalid for any reason, it is your responsibility to provide the Settlement Administrator with a valid mailing address, email address, and mobile phone for payment.

To be valid, a Claim Form must include an email address or mailing address associated with one of your purchases on Joybird.com, or in a physical Joybird store. If you no longer use the email address associated with any of your Joybird purchases, and no longer reside at the mailing address associated with your Joybird purchases, please provide an email address you used in connection with a Joybird purchase below.

Email Address

This is for the purpose of verifying your Joybird purchase, and it is fine if this email is no longer accessible. If you have any questions, please contact the Settlement Administrator at [Email Address].

II. PAYMENT SELECTION

Please select one of the following payment options:

☐ **Prepaid Mastercard** - Enter an email address to receive the Prepaid Mastercard: _____

☐ **PayPal** - Enter your PayPal email address: _____

☐ **Venmo** - Enter the mobile number associated with your account: ____ - ____ - ____

☐ **Zelle** - Enter the email address or mobile number associated with your account: _____

☐ **Physical Check** - Payment will be mailed to the address provided above.

III. CERTIFICATION

**Your claim form
must be submitted
online or
postmarked by:
[Claim Deadline]**

**Superior Court of California for the
County of San Diego**

Jacobs, et al. v. La-Z-Boy Inc. and Stitch Industries Inc.
Case No. [Case Number]

WHI-Claim

Claim Form

By signing this Claim submission, I certify, under penalty of perjury under the laws of the United States, that the information included with this Claim submission is true, accurate, and complete to the best of my knowledge, information, and belief. If I am submitting this Claim submission on behalf of a Claimant, I certify that I am authorized to submit this Claim submission on the individual's behalf. I am, or the individual on whose behalf I am submitting this Claim submission is, a member of the Settlement Class, and have not submitted a request to exclude myself, or "opt out of," the Settlement. I agree to furnish additional information regarding this Claim if so requested to do so by the Settlement Administrator. **By signing below, I agree and consent to be communicated with electronically via email and/or mobile phone text (message & data rates may apply).**

Signature: _____ **Printed Name:** _____ **Date:** ____/____/____