

**IN THE UNITED STATES BANKRUPTCY COURT
FOR THE DISTRICT OF DELAWARE**

In re:)	Chapter 11
)	
GOTTSCHALKS INC., a Delaware corporation,¹)	Case No. 09-10157 (KJC)
)	
Debtor.)	
)	
)	Re: Docket No. 223

NOTICE OF PREVAILING BIDDER²

PLEASE TAKE NOTICE that, pursuant to the Sale Procedures Order [Docket No. 223]³ entered by the Bankruptcy Court on March 4, 2009, the Debtor held an Auction on March 30, 2009 at the offices of Richards, Layton & Finger, P.A., One Rodney Square, 920 North King Street, Wilmington, DE 19801.

PLEASE TAKE FURTHER NOTICE that, at the Auction, the following was selected as the Prevailing Bidder:

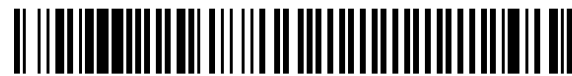
PREVAILING BIDDER

A Joint Venture Comprised of:
Great American Group, LLC
Hudson Capital Partners, LLC
SB Capital Group, LLC
Tiger Capital Group, LLC

¹ The Debtor in this case, along with the last four digits of the federal tax identification number for the Debtor, is Gottschalks Inc. (9791). The Debtor's corporate offices are located at 7 River Park Place East, Fresno, California 93720.

² The Debtor reserves all rights under the Sale Procedures Order, including the right to amend and supplement this Notice.

³ Terms used but not defined herein shall have the meaning given to such terms in the Sale Procedures Order.



Dated: March 31, 2009
Wilmington, Delaware

Respectfully submitted,



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-and-

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