



**Attn: Trading and Market Making/Legal and Compliance/Operations/Systems  
UNIFORM PRACTICE ADVISORY (UPC #24-25) 03/07/2025 Digital Media  
Solutions Inc (DMSLQ, DMSIQ)**

Notice has been received that the above Company's Joint Chapter 11 Plan became effective on 03/06/2025. Existing Interests will be Canceled. Each Holder of an Allowed Existing DMS Inc. Interest will receive its Pro Rata share of the Distributable Proceeds, if any, pursuant to the Waterfall Recovery.<sup>1</sup>

Members are reminded of their obligations under FINRA Rule 2111 if they continue to engage in transactions in the above security after the effective date.

Pursuant to FINRA Rule 11530, members are advised that, among other things, in contracts for securities where a public announcement or publication of general circulation discloses that the securities have been deemed worthless, deliveries shall consist a) the worthless securities or; or b) a Letter of Indemnity which shall grant the purchaser any rights and privileges which might accrue to the holders of the physical securities. Such deliveries shall operate to close-out the contract and shall be settled at the existing contract price pursuant to FINRA Rule 11530.

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

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<sup>1</sup> See *e.g.*, In re: Digital Media Solutions Inc., *et al.*, Chapter 11 Case No. 24-90468 (ARP) (Jointly Administered). Joint Chapter 11 Plan of Digital Media Solutions Inc and its Debtor Affiliates