#### FORM D

UNITED STATES SECURITIES AND EXCHANGE COMMISSION RECEIVED Washington, D.C. 20549

FORM D

9 2003

OMB Number: 3235-0076 May 31, 2005 Expires: Estimated average burden nours per response ...... 16.00

OMB APPROVAL

1130694

NOTICE OF SALE OF SECURETIES PURSUANT TO REGULATION DE **SECTION 4(6), AND/OR** 

UNIFORM LIMITED OFFERING EXEMPŤIÓN

SEC USE ONLY Prefix Serial DATE RECEIVED

Name of Offering ( check if this is an amendment and name has changed, and indic	ate change.)	
Fresh Direct Holdings, Inc Series C Preferred Stock; Warrants; Promissory Note		
Filing Under (Check box(es) that apply): Rule 504 Rule 505 Rule 506	Section 4(6) ULOE	18   18   18   18   18   18   18   18
Type of Filing: New Filing  Amendment		
A. BASIC IDENTIFICATION	DATA	
1. Enter the information requested about the issuer		03058967
Name of Issuer ( check if this is an amendment and name has changed, and indicate	change.)	1202030,
Fresh Direct Holdings, Inc.		
Address of Executive Offices (Number and Street, City, State, Zip Code)	Telephone Number (Including A	rea Code)
23-30 Borden Avenue, Long Island City, NY 11101	(718) 433-0982	
Address of Principal Business Operations (Number and Street, City, State, Zip Code)	Telephone Number (Including A	rea Code)
(if different from Executive Offices) Same	Same	
Brief Description of Business Manufacturing, processing and sale of food and gr	ocery products over the Internet.	
Type of Business Organization		
☐ limited partnership, already formed	other (please speci	fy):
business trust limited partnership, to be formed		
Month Year		
Actual or Estimated Date of Incorporation or Organization: 0 3 0 0	Actual Estimated	DDAACCC
Jurisdiction of Incorporation or Organization: (Enter two-letter U.S. Postal Service abb	reviation for State:	PROCESSE
CN for Canada; FN for other foreign jur	risdiction) D	E AMY O S COST
Or for canada, 11 vior other foreign jun	isatetion)	<u> </u>
CENEDAL INCEDITORIC		

# GENERAL INSTRUCTIONS

et seq. or 15 U.S.C. 77d(6).

### Federal:

Who Must File: All issuers making an offering of securities in reliance on an exemption under Regulation D or Section 4(6), 17 CFR 230.50CI

When to File: A notice must be filed no later than 15 days after the first sale of securities in the offering. A notice is deemed filed with the U.S. Securities and Exchange Commission (SEC) on the earlier of the date it is received by the SEC at the address given below or, if received at that address after the date on which it is due, on the date it was mailed by United States registered or certified mail to that address.

Where to File: U.S. Securities and Exchange Commission, 450 Fifth Street, N.W., Washington, D.C. 20549.

Copies Required: Five (5) copies of this notice must be filed with the SEC, one of which must be manually signed. Any copies not manually signed must be photocopies of the manually signed copy or bear typed or printed signatures.

Information Required: A new filing must contain all information requested. Amendments need only report the name of the issuer and offering, any changes thereto, the information requested in Part C, and any material changes from the information previously supplied in Parts A and B. Part E and the Appendix need not be filed with the SEC.

Filing Fee: There is no federal filing fee.

#### State:

This notice shall be used to indicate reliance on the Uniform Limited Offering Exemption (ULOE) for sales of securities in those states that have adopted ULOE and that have adopted this form. Issuers relying on ULOE must file a separate notice with the Securities Administrator in each state where sales are to be, or have been made. If a state requires the payment of a fee as a precondition to the claim for the exemption, a fee in the proper amount shall accompany this form. This notice shall be filed in the appropriate states in accordance with state law. The Appendix to the notice constitutes a part of this notice and must be completed.

## ATTENTION

Failure to file notice in the appropriate states will not result in a loss of the federal exemption. Conversely, failure to file the appropriate federal notice will not result in a loss of an available state exemption unless such exemption is predicated on the filing of a federal notice.

#### A. BASIC IDENTIFICATION DATA 2. Enter the information requested for the following: Each promoter of the issuer, if the issuer has been organized within the past five years; Each beneficial owner having the power to vote or dispose, or direct the vote or disposition of, 10% or more of a class of equity securities of the issuer: Each executive officer and director of corporate issuers and of corporate general and managing partners of partnership issuers; and Each general and managing partner of partnership issuers. Check Box(es) that Apply: Promoter ☐ Beneficial Owner □ Executive Officer □ Director General and/or Managing Partner Full Name (Last name first, if individual) Fedele, Joseph Business or Residence Address (Number and Street, City, State, Zip Code) 23-30 Borden Avenue, Long Island City, NY 11101 General and/or Check Box(es) that Apply: Promoter ■ Beneficial Owner ☐ Executive Officer □ Director Managing Partner Full Name (Last name first, if individual) Ackerman, Peter Business or Residence Address (Number and Street, City, State, Zip Code) Crown Capital Group, Inc., c/o Lerner & Squire LLP, 500 Park Avenue, Suite 510, New York, NY 10022 Check Box(es) that Apply: Promoter ☐ Beneficial Owner ☐ Executive Officer □ Director ☐ General and/or Managing Partner Full Name (Last name first, if individual) Deutschman, Jeffrey S. Business or Residence Address (Number and Street, City, State, Zip Code) Crown Capital Group, Inc., c/o Lerner & Squire LLP, 500 Park Avenue, Suite 510, New York, NY 10022 Check Box(es) that Apply: Promoter ☐ Beneficial Owner ☐ Executive Officer □ Director General and/or Managing Partner Full Name (Last name first, if individual) Raben, Bruce Business or Residence Address (Number and Street, City, State, Zip Code) 23-30 Borden Avenue, Long Island City, NY 11101 Check Box(es) that Apply: Promoter ☐ Beneficial Owner ☐ Executive Officer □ Director General and/or Managing Partner Full Name (Last name first, if individual) Simon, Irwin Business or Residence Address (Number and Street, City, State, Zip Code) 23-30 Borden Avenue, Long Island City, NY 11101 Check Box(es) that Apply: Promoter ☐ Beneficial Owner ☐ Executive Officer Director General and/or Managing Partner Full Name (Last name first, if individual) Manzi, Jim Business or Residence Address (Number and Street, City, State, Zip Code) 23-30 Borden Avenue, Long Island City, NY 11101 Director Check Box(es) that Apply: Promoter Beneficial Owner ☐ Executive Officer General and/or Managing Partner Full Name (Last name first, if individual) Lerner, Perry Business or Residence Address (Number and Street, City, State, Zip Code) c/o Lerner & Squire LLP., 500 Park Avenue, Suite 510, New York, NY 10022

(Use blank sheet, or copy and use additional copies of this sheet, as necessary.)

	A. BASIC IDE	NTIFICATION DATA		
2. Enter the information requested for the	following:			
• Each promoter of the issuer, if the	issuer has been organized	within the past five years	,	
of the issuer;	•	_		r more of a class of equity securities
<ul> <li>Each executive officer and director</li> <li>Each general and managing partner</li> </ul>	•	of corporate general and n	nanaging partner	rs of partnership issuers; and
Check Box(es) that Apply:  Promoter	☐ Beneficial Owner	Executive Officer	□ Director	☐ General and/or  Managing Partner
Full Name (Last name first, if individual) Chong, F.T.		···		
Business or Residence Address (Number c/o AIG Global Investment Corp., 175 Wa	•			
Check Box(es) that Apply:	Beneficial Owner		☑ Director	☐ General and/or  Managing Partner
Full Name (Last name first, if individual)  Ackerman, Jason		;		
Business or Residence Address (Number 23-30 Borden Avenue, Long Island City,	•	Code)		
Check Box(es) that Apply:	☐ Beneficial Owner	⊠ Executive Officer	Director	☐ General and/or Managing Partner
Full Name (Last name first, if individual)  Coyle, Kevin				
Business or Residence Address (Number 23-30 Borden Avenue, Long Island City,	•	Code)		
Check Box(es) that Apply:  Promoter	Beneficial Owner	Executive Officer	Director	General and/or Managing Partner
Full Name (Last name first, if individual)  Squire, Kenneth B.				
Business or Residence Address (Number c/o Lerner & Squire LLP, 500 Park Aven		-		
Check Box(es) that Apply:  Promoter	⊠ Beneficial Owner	Executive Officer	Director	☐ General and/or Managing Partner
Full Name (Last name first, if individual) Fedele, LLC				
Business or Residence Address (Number c/o Joseph Fedele, 23-30 Borden Avenue,	•	<i>'</i>		
Check Box(es) that Apply:  Promoter	Beneficial Owner	Executive Officer	Director	General and/or Managing Partner
Full Name (Last name first, if individual)  Crown Fresh Direct, LLC				
Business or Residence Address (Number a	and Street, City, State, Zip	Code)		
Crown Capital Group, Inc., c/o Lerner &	Squire LLP, 500 Park A	venue, Suite 510, New Y	ork, NY 10022	
Check Box(es) that Apply:  Promoter	☑ Beneficial Owner	☐ Executive Officer	Director	☐ General and/or  Managing Partner
Full Name (Last name first, if individual) Crown Fresh Direct II, LLC				
Business or Residence Address (Number & Crown Capital Group, Inc., c/o Lerner &	and Street, City, State, Zip Squire LLP, 500 Park A	•	ork, NY 10022	,

(Use blank sheet, or copy and use additional copies of this sheet, as necessary.)

- <del></del>	A. BASIC IDE	NTIFICATION DATA		
<ul> <li>Enter the information requested for the Each promoter of the issuer, if the Each beneficial owner having the of the issuer;</li> <li>Each executive officer and direct</li> <li>Each general and managing parts</li> </ul>	e issuer has been organized e power to vote or dispose, or or of corporate issuers and or	or direct the vote or dispos	sition of, 10% o	r more of a class of equity securities rs of partnership issuers; and
Check Box(es) that Apply:  Promoter	Beneficial Owner	☐ Executive Officer	Director	☐ General and/or  Managing Partner
Full Name (Last name first, if individual) AIG Horizon Partners, L.P.				Managing 2 at the
Business or Residence Address (Number c/o AIG Global Investment Corp., 175 V	•			
Check Box(es) that Apply:  Promoter	Beneficial Owner	☐ Executive Officer	Director	☐ General and/or Managing Partner
Full Name (Last name first, if individual) AIG Horizon Side-by-Side Fund, L.P.				
Business or Residence Address (Number c/o AIG Global Investment Corp., 175 V	•			
Check Box(es) that Apply:  Promoter	Beneficial Owner	Executive Officer	Director	☐ General and/or Managing Partner
Full Name (Last name first, if individual)				
Business or Residence Address (Number	er and Street, City, State, Zip	Code)		
Check Box(es) that Apply:	Beneficial Owner	☐ Executive Officer	Director	General and/or Managing Partner
Full Name (Last name first, if individual)		:		
Business or Residence Address (Number	er and Street, City, State, Zip	Code)		
Check Box(es) that Apply:	Beneficial Owner	Executive Officer	Director	General and/or Managing Partner
Full Name (Last name first, if individual)			·· <del>···</del>	
Business or Residence Address (Number	er and Street, City, State, Zip	Code)		
Check Box(es) that Apply:  Promoter	Beneficial Owner	Executive Officer	Director	☐ General and/or  Managing Partner
Full Name (Last name first, if individual)				
Business or Residence Address (Number	er and Street, City, State, Zip	Code)		
Check Box(es) that Apply:  Promoter	Beneficial Owner	Executive Officer	Director	☐ General and/or  Managing Partner
Full Name (Last name first, if individual)				
Business or Residence Address (Number	er and Street, City, State, Zip	Code)		
(Use b	ank sheet, or copy and use	additional copies of this sl	neet, as necessar	y.)

				В. П	VFORMAT	TION ABO	UT OFFE	RING				
											Yes	No
1. Has the	issuer sold	, or does the	e issuer inte	nd to sell, t	o non-accre	dited invest	ors in this	offering?				$\boxtimes$
					Appendix, C							
2. What is	the minim	ım investm	ent that will	be accepte	d from any	individual?				•••••	<u>\$1.30</u>	
											Yes	No
3. Does th	ne offering p	ermit joint	ownership	of a single i	unit?	•••••					$\boxtimes$	
commis a perso states, broker	he informatesion or sim n to be liste list the nam or dealer, yo	ilar remune d is an asso e of the bro ou may set:	ration for so ociated perso oker or deal forth the inf	olicitation of on or agent er. If more	of purchaser of a broker than five (	s in connec or dealer r (5) persons	tion with sa egistered w to be listed	les of secur ith the SEC	ities in the and/or wit	offering. If h a state or		
	(Last name oseph & Co		ividual)									
Business o	r Residence	Address (1	Number and	Street, City	v. State. Zin	Code)						
	Avenue, 19				,,,	,						
Name of A	ssociated B	roker or De	aler									
States in W	Vhich Perso	n Listed Ha	s Solicited	or Intends t	o Solicit Pu	rchasers	<del></del>					
	All States"											☐ All States
[AL]	[AK]	[AZ]	[AR]	[SA]	[CO]	(1990)	[DE]	(DC)	(DSK)	[GA]	[HI]	[ID]
[IL]	[IN]	[IA]	[KS]	[KY]	[LA]	[ME]	[MD]	DHA	[MI]	[MN]	[MS]	[MO]
[MT]	[NE]	[NV]	[NH]	<b>DAM</b>	[NM]	INXI	[NC]	[ND]	[OH]	[OK]	[OR]	[BA]
[RI]	[SC]	[SD]	[TN]	[TX]	[UT]	[VT]	DAY]	[WA]	[WV]	[WI]	[WY]	[PR]
Full Name	(Last name	first, if ind	ividual)							· · · · · · · · · · · · · · · · · · ·	,	
Business o	r Residence	Address (N	Number and	Street, City	y, State, Zip	Code)						
Name of A	ssociated B	roker or De	aler								_	
	hich Perso											
	All States"			-								_
[AL] [IL]	[AK] [IN]	[AZ]	[AR]	[CA]	[CO]	[CT]	[DE]	[DC]	[FL]	[GA] [MN]	[HI]	[ID] [MO]
[MT]	[NE]	[IA] [NV]	[KS] [NH]	[KY] [NJ]	[LA] [NM]	[ME] [NY]	[MD] [NC]	[MA] [ND]	[MI] [OH]	[OK]	[MS] [OR]	[PA]
[RI]	[SC]	[SD]	[TN]	[TX]	[UT]	[VT]	[VA]	[WA]	[WV]	[WI]	[WY]	[PR]
Full Name	(Last name	first, if ind	ividual)									· · · · · · · · · · · · · · · · · · ·
								_				
Business o	r Residence	Address (1	Number and	Street, City	y, State, Zip	Code)						
Name of A	ssociated B	roker or De	aler									
States in V	Vhich Perso	n Listed Ha	s Solicited	or Intends t	o Solicit Pu	rchasers	· · · · · —					
	All States" of											☐ All States
[AL]	[AK]	[AZ]	[AR]	[CA]	[CO]	[CT]	[DE]	[DC]	[FL]	[GA]	(HI)	[ID]
[IL]	[IN]	[IA]	[KS]	[KY]	[LA]	[ME]	[MD]	[MA]	[MI]	[MN]	[MS]	[MO]
[MT]	[NE]	[NV]	[NH]	[NJ]	[NM]	[NY]	[NC]	[ND]	[OH]	[OK]	[OR]	[PA]
[RI]	[SC]	[SD]	[TN]	[TX]	[UT]	[VT]	[VA]	[WA]	[wv]	[WI]	[WY]	[PR]

(Use blank sheet, or copy and use additional copies of this sheet, as necessary.)

	C. OFFERING PRICE, NUMBER OF INVESTORS, EXPENSES AND US	SE OF PROCEEDS		
١.	Enter the aggregate offering price of securities included in this offering and the total amount already sold. Enter "0" if answer is "none" or "zero." If the transaction is an exchange offering, check this box and indicate in the columns below the amounts of the securities offered for exchange and already exchanged.  Type of Security	Aggregate Offering Price		Amount Already Sold
	Debi	-	ı	\$0.00
	Equity	<u> </u>	•	
	Common Preferred	<u>\$42,136,463.16</u>	:	\$36,373,485.16
	Convertible Securities (including warrants)	\$78,710,073.47	· <u> </u>	\$ <u>68,190,442.74</u> *
	Partnership Interests	\$0.00	:	\$0.00 <u> </u>
	Other (Specify)	\$0.00		\$0.00 <sub>_</sub>
	Total	\$120,848,558.63	:	\$104,563,927.90
2.	Enter the number of accredited and non-accredited investors who have purchased securities in this offering and the aggregate dollar amounts of their purchases. For offerings under Rule 504, indicate the number of persons who have purchased securities and the aggregate dollar amount of their purchases on the total lines. Enter "0" if answer is "none" or "zero."	Number		Aggregate Dollar Amount
		Investors		of Purchases
	Accredited Investors	<u>27</u>		\$104,563,927.9 0
	Non-accredited Investors	<u>0</u>		<u>\$0.00</u>
,	Total (for filings under Rule 504 only)			
Э.	If this filing is for an offering under Rule 504 or 505, enter the information requested for all securities sold by the issuer, to date, in offerings of the types indicated, in the twelve (12) months prior to the first sale of securities in this offering. Classify securities by type listed in Part C - Question 1.	Type of		Dollar Amount
	Type of offering	Security		Sold
	Rule 505			-
	Regulation A			
	Rule 504			
4.	Total			
	Transfer Agent's Fees			\$0.00
	Printing and Engraving Costs		$\boxtimes$	\$100,000.00
	Legal Fees		$\boxtimes$	\$360,000.00
	Accounting Fees			\$0.00
	Engineering Fees			\$0.00
	Sales Commissions (specify finders' fees separately)		$\boxtimes$	<u>\$100,000.00</u>
	Other Expenses (identify)			\$0.00
	Total		$\boxtimes$	\$560,000.00

\* See Exhibit A

	C. OFFERING PRICE	. NUMBER OF INVE	STORS, E	XPEN	ISES AN	ND U	SE OF P	ROCEE	DS		
	b. Enter the difference between the aggregate of and total expenses furnished in response to Part C proceeds to the issuer."	ffering price given in 1 C - Question 4.a. This	esponse to difference is	Part C	: - Ques adjusted	tion :	[			\$120,288,558.63	<u></u>
5.	Indicate below the amount of the adjusted gross proof the purposes shown. If the amount for any purpose left of the estimate. The total of the payments listed forth in response to Part C - Question 4.b above.	is not known, furnish an	estimate and	l check	the box	to the	2			-	
							Óf Dire	nents to ficers, ctors, & filiates		Payments to Others	
	Salaries and fees						\$0.00	inaces		\$0.00	
	Purchase of real estate						\$0.00			\$0.00 \$0.00	
	Purchase, rental or leasing and installation of								_	<del></del>	
							\$0.00			<u>\$0.00</u>	
	Construction or leasing of plant buildings and				•••••	Ш	\$0.00		Ц	<u>\$0.00</u>	
	Acquisition of other business (including the v offering that may be used in exchange for the										
	issuer pursuant to a merger)						\$0.00		П	\$0.00	
	Repayment of indebtedness						\$0.00		⊠	\$23,343,615.00	
	Working capital						\$0.00		⊠	\$96,944,943.63	
	Other (specify):					ш	<u>\$0.00</u>			<u>\$30,344,343.03</u>	•
	Cinci (specify).										
							\$0.00			\$0.00_	
									<b>1</b>	#400 000 FF0 0	_
	Column Totals						\$0.00		$\boxtimes$	\$120,288,558.6	<u>3</u>
	Total Payments Listed (column totals added).						$\boxtimes$	\$12	0,288,55	58.63	
		D. FEDERAL SI	GNATURI	E							
sig	e issuer has duly caused this notice to be signed b nature constitutes an undertaking by the issuer to ormation furnished by the issuer to any non-accred	furnish to the U.S. Seco	arities and I	Exchai	ige Com	miss	ion, upon				
	uer (Print or Type) esh Direct Holdings, Inc.	Signature		CF	ΰ		Г	Pate V	130	3	
Na	me of Signer (Print or Type)	Title of Signer (Print			_		•				
Κŧ	vin Coyle	Chief Financial Offic	er \								

# **ATTENTION**

Intentional misstatements or omissions of fact constitute federal criminal violations. (See 18 U.S.C. 1001.)

		E. STATE SIGNATURE	
1.	Is any party described in 17 CFR 230.2	262 presently subject to any of the disqualification provisions of such rule? N/A Yes I	No
		See Appendix, Column 5, for state response.	
2.	The undersigned issuer hereby underta (17 CFR 239.500) at such times as req	akes to furnish to any state administrator of any state in which this notice is filed, a notice on For uired by state law.	rm D
3.	The undersigned issuer hereby underta offerees.	ikes to furnish to the state administrators, upon written request, information furnished by the issue	er to
4.	Offering Exemption (ULOE) of the	the issuer is familiar with the conditions that must be satisfied to be entitled to the Uniform Lin state in which this notice is filed and understands that the issuer claiming the availability of $ng$ that these conditions have been satisfied. $N/A$	
	suer has read this notification and know uthorized person.	s the contents to be true and has duly caused this notice to be signed on its behalf by the undersignal $\Delta a$	gned
Issuer	(Print or Type)	Signature Date	
Fresh	Direct Holdings, Inc.	( //// CFO   V//3/03	
Name	(Print or Type)	Title (Print or Type)	
Kevin	Coyle	Chief Financial Officer	

Print the name and title of the signing representative under his signature for the state portion of this form. One copy of every notice on Form D must be manually signed. Any copies not manually signed must be photocopies of the manually signed copy or bear typed or printed signatures.

APPENDIX

1	2 Intend to sell to non- accredited investors in State (Part B Item 1		Type of security and aggregate offering price offered in state (Part C-Item 1)	Type of investor and amount purchased in State (Part C-Item 2)		Type of investor and amount purchased in State (Part C-Item 2)				
State	Yes	No	Series C Pref. Stock; Warrants For Series B Pref. Stock; Promissory Note	Number of Accredited Investors	Amount	Number of Non- Accredited Investors	Amount	Yes	No	
AL	163	140	1 Tomassory Note	Investors	Amount	Investors	Amount	163	110	
AK										
AZ										
AR							<u></u>	-		
CA		Х	\$120,848,558.63	6	\$1,522,770.46	0	\$0.00			
СО										
CT										
DE										
DC										
FL										
GA										
НІ										
ID										
IL										
IN										
IA		·								
KS										
KY		_							ļ	
LA		_								
ME										
MD							····	i		
MA		Х	\$120,848,558.63	1	\$2,272,790.85	0	\$0.00			
MI										
MN										
MS										
МО										

A	PI	PE	N	DI	X

1	Intend		3		4				
	accre invest Sta	on- edited tors in ate Item 1)	Type of security and aggregate offering price offered in state (Part C-Item 1)		amount purchased in State				State (if yes, planation granted) Item 1)
State	Yes	No	Series C Pref. Stock; Warrants For Series B Pref. Stock; Promissory Note	Number of Accredited Investors	Amount	Number of Non- Accredited Investors	Amount	Yes	No
MT									
NE									
NV									
NH									
NJ		Х	\$120,848,558.63	5	\$2,420,523.47	0	\$0.00		
NM									
NY		Х	\$120,848,558.63	15	\$98,347,843.13	0	\$0.00		
NC									
ND									
ОН									
OK									
OR									
PA							-		
RI									
SC									
SD									
TN									
TX									
UT									
VT									
VA									
WA									
WV									
WI									
WY									
PR									

## **EXHIBIT A**

The offering includes (i) warrants to purchase up to 34,346,182 shares of Series B-1 Convertible Preferred Stock at an exercise price of \$1.30 per share (the "Series B-1 Warrants") and (ii) warrants to purchase up to 6,869,237 shares of Series B-2 Convertible Preferred Stock at an exercise price of \$1.56 per share (the "Series B-2 Warrants" and, together with the Series B-1 Warrants, the "Warrants"). Of the Warrants, 27,820,407 Series B-1 Warrants and 5,564,080 Series B-2 Warrants have been issued together with the Series C Redeemable Preferred Stock. The purchase price of the issued Warrants was \$.00001 per Warrant. The amount referenced includes not only the purchase price of the Warrants, but also the exercised value of the Warrants. However, none of the issued Warrants have yet been exercised and there is no assurance that any of the Warrants will be exercised in the future.

The offering also includes a promissory note for \$23,343,615, of which \$1,280,001 is convertible into shares of Series B Convertible Preferred Stock.