

Exhibit E

FULL AND FINAL MUTUAL RELEASE

For good and valuable consideration, including the payment by Direct Brands, Inc. ("DBI") to Alvarez & Marsal Canada Inc., in its capacity as Trustee in Bankruptcy ("Trustee") for the Estates of DB Media Distribution Inc., DB Media Distribution (Canada), CH LLC and CH Sub LLC (the "Estates") of \$222,000.00, the releases contained herein, and for other good and valuable consideration, the receipt and sufficiency of which is hereby irrevocably acknowledged, the Trustee, on behalf of the Estates, and DBI do hereby agree to the following:

1. The Trustee, on behalf of the Estates (the "Estate Releasers") hereby releases, acquits, remises and forever discharges DBI and all related or affiliated companies, including their respective directors, officers, servants, agents, employees, successors and assigns (the "DBI Releasees") from any and all actions, causes of action, claims for negligence, suits, complaints, debts, dues, accounts, agreements, covenants, contracts, demands, guarantees, representations and claims for injuries, losses, damages or costs of any kind ("Claims") whatsoever which the Estate Releasers now have or have had as against the DBI Releasees of any kind whatsoever arising out of or in connection with the Estates.
2. DBI, on its own behalf and on behalf of all related or affiliated companies, including their respective directors, officers, servants, agents, employees successors and assigns (the "DBI Releasers") hereby releases, acquits, remises and forever discharges the Trustee, the Estates, and all related or affiliated companies, including their respective directors, officers, servants, agents, employees, successors and assigns (collectively, "Estate Releasees") from any and all Claims whatsoever which the DBI Releasers now have or have had as against the Estate Releasees of any kind whatsoever arising out of or in connection with the Estates. Notwithstanding anything to the contrary herein, the parties hereto acknowledge and agree that any Claims among any of the Estates

relating to intercompany balances owing between the Estates shall not be released by this Release.

3. Further, the DBI Releasors hereby agree to withdraw all proofs of claim filed in the Estates and agree that they shall not file any further proofs of claim against any of the Estates.

4. The parties hereto hereby agree not to make any further claim or take any proceeding or other complaint whatsoever with respect to any of the matters herein released against any person, partnership, entity or corporation who might claim contribution, indemnity or any other relief as against an opposite party to this Release, pursuant to the provisions of any statute or otherwise.

5. The parties hereto represent and warrant that neither of them has assigned to any person, partnership, corporation, or other entity any of the matters released herein.

6. Each of the parties hereto hereby acknowledges, declares and agrees that each one of them has reviewed this Release with its lawyer, and understands the terms of this Release and voluntarily accepts the consideration referred to above for the purpose of making full and final compromise, adjustment and settlement of all claims as aforesaid, and represents and warrants that it was not induced to enter into this Release by reason of any representation or warranty of any nature or kind whatsoever and that there is no condition, express or implied, or collateral agreement affecting the said settlement.

7. The said consideration is deemed to be no admission whatsoever of liability on the part of the Trustee or DBI, and any such liability is denied.

8. If either of the parties hereto should hereafter make any claims or demands or commence or threaten to commence any actions against an opposite party to this Release for or by reason of any cause, matter or thing, specifically released herein, this document may be raised as an estoppel to any claim, demand or action commenced in regard to the aforesaid.

9. This Release may be executed in counterparts and exchanged by facsimile transmission, each copy of which shall be deemed to be an original, and that such separate counterparts shall together constitute one and the same instrument.

10. This release shall be binding upon and shall enure to the benefit of the parties hereto and their respective successors and assigns.

11. This release shall be governed by and construed in accordance with the laws of the Province of Ontario.

Signed this _____ day of October, 2012 at _____, Ontario.

**ALVAREZ & MARSAL CANADA
INC.**, in its capacity as Trustee in
Bankruptcy of DB Media Distribution
Inc., DB Media Distribution (Canada),
CH LLC and CH Sub LLC and not in
its personal capacity

by _____
Name:
Title:

DIRECT BRANDS, INC.

by _____
Name:
Title: