PROOF OF CLAIM AND RELEASE

YOU MUST COMPLETE THIS CLAIM FORM BY MARCH 7, 2009 TO BE ELIGIBLE TO SHARE IN THE SETTLEMENT.

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Note: Complete Sections A, B, and D if you purchased or acquired 2,500 or fewer shares of Friedman’s, Inc. common stock during the Class Period. Complete Sections A, C, and D if you purchased or acquired more than 2,500 shares of Friedman’s, Inc. common stock during the Class Period.

QUESTIONS? PLEASE CALL 1-888-439-4797 OR VISIT WWW.FRIEDMANSCLASSSETTLEMENT.COM
SECTION A - CLAIMANT INFORMATION

Claimant Name(s) (as you would like the name(s) to appear on the check, if eligible for payment):

Last 4 digits of Claimant Social Security Number/Taxpayer ID Number:

Name of the Person you would like the Claims Administrator to Contact Regarding This Claim (if different from the Claimant Name(s) listed above):

Claimant or Representative Contact Information:
The Claims Administrator will use this information for all communications relevant to this Claim (including the check, if eligible for payment). If this information changes, you MUST notify the Claims Administrator in writing at the address above.

Street Address:

City:

State and Zip Code:

Country (Other than U.S.):

Daytime Telephone Number: ( ) -  Evening Telephone Number: ( ) -

Email Address:

(Email address is not required, but if you provide it you authorize the Claims Administrator to use it in providing you with information relevant to this claim.)

IF YOU FAIL TO SUBMIT A COMPLETE CLAIM BY MARCH 7, 2009 YOUR CLAIM IS SUBJECT TO REJECTION OR YOUR PAYMENT MAY BE DELAYED.

NOTICE REGARDING ELECTRONIC FILES: Certain claimants with large numbers of transactions may request, or may be requested, to submit information regarding their transactions in electronic files. All Claimants MUST submit a manually signed paper Proof of Claim form listing all their transactions, whether or not they also submit electronic copies. If you wish to file your claim electronically, you must contact the Claims Administrator at 1-888-439-4797, or visit their website at www.friedmansclasssettlement.com, to obtain the required file layout. No electronic files will be considered to have been properly submitted unless the Claims Administrator issues to the Claimant a written acknowledgment of receipt and acceptance of electronically submitted data.

STOP! Claimants who purchased or acquired 2,500 or less total shares during the class period, must complete only Sections A, B, and D. However, if you purchased more than 2,500 shares in the aggregate, complete only Sections A, C, and D.
**SECTION B - FRIEDMAN'S, INC. COMMON STOCK PURCHASES/ACQUISITIONS OF 2,500 SHARES OR LESS**

**Note:** You may submit a claim without providing the documentation requested in this form if such documentation is no longer in your possession or reasonably available to you.

1. **BEGINNING HOLDINGS:** Number of shares of Friedman's common stock held at the beginning of trading on January 26, 2000. (If none, write 0):

2. **PURCHASES/ACQUISITIONS/SALES:** Number of shares of Friedman's common stock purchased/acquired/sold during the period January 26, 2000 through August 20, 2004, inclusive.

<table>
<thead>
<tr>
<th>Approximate Date(s) of Purchase/Acquisition or Sale (List Chronologically) (Month/Day/Year)</th>
<th>Approximate Number of Shares Purchased/Acquired</th>
<th>Approximate Number of Shares Sold</th>
<th>Purchase/Acquisition or Sale Price Per Share if known or available</th>
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3. **UNSOLD HOLDINGS:** Number of shares of Friedman's common stock held at the close of trading on the date this form is completed. (If none, write 0):

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**IF YOU NEED ADDITIONAL SPACE TO LIST YOUR TRANSACTIONS YOU MUST PHOTOCOPY THIS PAGE AND CHECK THIS BOX □**

**IF YOU DO NOT CHECK THIS BOX THESE ADDITIONAL PAGES WILL NOT BE REVIEWED**
SECTION C - FRIEDMAN'S, INC. COMMON STOCK PURCHASES/ACQUISITIONS OF MORE THAN 2,500 SHARES

1. BEGINNING HOLDINGS: Number of shares of Friedman's common stock held at the beginning of trading on January 26, 2000. (If none, write 0), (must be documented):

2. PURCHASES/ACQUISITIONS: Number of shares of Friedman's common stock purchased/acquired during the period January 26, 2000 through August 20, 2004, inclusive. (must be documented):

<table>
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<tr>
<th>Date(s) of Purchase/Acquisition (List Chronologically) (Month/Day/Year)</th>
<th>Number of Shares Purchased/Acquired</th>
<th>Purchase/Acquisition Price Per Share</th>
<th>Total Purchase/Acquisition Price (excluding commissions, taxes, or other fees)</th>
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3. PURCHASES/ACQUISITIONS: Number of shares of Friedman's common stock purchased/acquired during the period August 21, 2004 through the date this form is completed.

4. SALES: Number of shares of Friedman's common stock sold during the period January 26, 2000 through the date this form is completed, inclusive. (must be documented):

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<tr>
<th>Date(s) of Sale (List Chronologically) (Month/Day/Year)</th>
<th>Number of Shares Sold</th>
<th>Sale Price Per Share</th>
<th>Total Sale Price (excluding commissions, taxes, or other fees)</th>
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5. UNSOLD HOLDINGS: Number of shares of Friedman's common stock held at the close of trading on the date this form is completed. (If none, write 0), (must be documented):

IF YOU NEED ADDITIONAL SPACE TO LIST YOUR TRANSACTIONS YOU MUST PHOTOCOPY THIS PAGE AND CHECK THIS BOX □
IF YOU DO NOT CHECK THIS BOX THESE ADDITIONAL PAGES WILL NOT BE REVIEWED
SECTION D - RELEASE AND SIGNATURE

1. I purchased or otherwise acquired the common stock of Friedman’s, Inc. between January 26, 2000 and August 20, 2004, inclusive. (Do not submit this Proof of Claim if you did not purchase or otherwise acquire Friedman’s common stock during this period).

2. By submitting this Proof of Claim, I state that I believe in good faith that I am a Class Member as defined above and in the Notice of Pendency of Class Action and Proposed Settlements with Defendants, Motion for Attorneys’ Fees and Expenses and Settlement Fairness Hearing ("Notice"), or am acting for such person; that I am not a defendant in the action or anyone excluded from the Class; that I have read and understand the Notice; that I believe that I am entitled to receive a share of the Net Settlement Fund; that I elect to participate in the proposed partial settlements described in the Notice; that I have not filed a request for exclusion; and that I have not assigned or transferred any matter in connection with this release or any portion hereof. (If you are acting in a representative capacity on behalf of a Class Member (e.g., as an executor, administrator, trustee, or other representative), you must submit evidence of your current authority to act on behalf of that Class Member. Such evidence would include, for example, letters testamentary, letters of administration, or a copy of the trust documents.)

3. I consent to the jurisdiction of the Court with respect to all questions concerning the validity of this Proof of Claim. I understand and agree that my claim may be subject to investigation and discovery under the Federal Rules of Civil Procedure, provided that such investigation and discovery shall be limited to my status as a Class Member and the validity and amount of my claim. No discovery shall be allowed on the merits of the action or settlements in connection with processing of the Proofs of Claim.

4. I have set forth where requested above all relevant information with respect to each purchase or acquisition of Friedman’s common stock during the Class Period, and each sale, if any, of such common stock. I agree to furnish additional information (including transactions in other Friedman’s securities) to the Claims Administrator to support this claim if requested to do so.

5. I have enclosed information, including photocopies of the stockbroker’s confirmation slips, stockbroker’s statements, or other documents evidencing each and every purchase, acquisition, sale or retention of Friedman’s common stock between January 26, 2000 and August 20, 2004, inclusive, as listed above in support of my claim. If you are a shareholder who purchased and/or acquired 2,500 or fewer shares of Friedman’s common stock during the Class Period, you may submit a claim without providing this requested documentation if such documentation is no longer available to you. In this event, please provide the number of shares and their price(s), plus the estimated date of purchase, acquisition and sale of the shares, and certify by your signature that you believe the provided information is correct. If you are a shareholder who purchased and/or acquired more than 2,500 shares of Friedman’s common stock during the Class Period and any such documents are not in your possession, please obtain a copy of equivalent documents from your broker because these documents are necessary to prove and process your claim.

6. I understand that the information contained in this Proof of Claim is subject to such verification as the Claims Administrator may request or as the Court may direct, and I agree to cooperate in any such verification. (The information requested here is designed to provide the minimum amount of information necessary to process most simple claims. The Claims Administrator may request additional information as required to efficiently and reliably calculate your Recognized Claim. In some cases the Claims Administrator may condition acceptance of the claim based upon the production of additional information, including, where applicable, information concerning transactions in any derivatives of the subject securities such as options.)

7. Upon the Effective Date, my signature hereto will constitute a full and complete release, remise and discharge by me and my heirs, executors, administrators, predecessors, successors, and assigns (or, if I am submitting this Proof of Claim on behalf of a corporation, a partnership, estate or one or more other persons, by it, him, her or them, and by its, his, her or their heirs, executors, administrators, predecessors, successors, and assigns) of each of the “Released Parties” of all “Settled Claims,” as defined in the Notice.

I declare under penalty of perjury under the laws of the United States of America that the foregoing information supplied by the undersigned is true and correct.

Executed this____ day of____________________, in __________________________, __________________________.

(Month/Year) (City) (State/Country)

______________________________         ________________________________
(Sign your name here) (Joint owner sign your name here)

______________________________         ________________________________
(Type or print your name here) (Joint owner type or print your name here)

______________________________         ________________________________
(Capacity of persons signing, e.g., Beneficial Purchaser, Executor or Administrator)
ACCURATE CLAIM PROCESSING TAKES A SIGNIFICANT AMOUNT OF TIME. THANK YOU FOR YOUR PATIENCE.

REMINDER CHECKLIST

1. Please fill out this form in its entirety.

2. Don't forget to sign page 5 of this form.

3. For an overview of what constitutes adequate supporting documentation please visit www.gardencitygroup.com/cases/filingtips.html.

4. DO NOT SEND ORIGINALS OF ANY SUPPORTING DOCUMENTS.

5. The Claims Administrator will acknowledge receipt of your Proof of Claim by mail, within 45 days. Your Claim is not deemed filed until you receive an acknowledgment postcard. If you do not receive an acknowledgment postcard within 45 days, please call the Claims Administrator toll free at 1-888-439-4797.

6. If you move, please send us your new address.

7. Do not use highlighter on the Proof of Claim form or supporting documentation.

THIS PROOF OF CLAIM MUST BE POSTMARKED NO LATER THAN MARCH 7, 2009 AND MUST BE MAILED TO:

In re Friedman’s, Inc. Securities Litigation
c/o The Garden City Group, Inc.
Claims Administrator
P.O. BOX 9221
Dublin, OH 43017-4621
1-888-439-4797