

2015 MAR 16 PM 12:27

March 9, 2015

Attorney General Joseph Foster
Office of the Attorney General
Consumer Protection Division
Attn: Security Breach Notification
33 Capitol Street
Concord, NH 03301



SALT LAKE CITY OFFICE
PO Box 45385
Salt Lake City, Utah
84145-0385

36 South State Street
Suite 1400
Salt Lake City, Utah
84111

801 532-1500 TEL
801 532-7543 FAX
www.rqn.com

PROVO OFFICE
86 North University Ave
Suite 430
Provo, Utah
84601-4420

801 342-2400 TEL
801 375-8379 FAX

Dear Attorney General Foster:

Our law firm represents Alta Ski Lifts Co. ("Alta"). We are contacting you because we have reason to believe that some credit card information of residents in your state may have been accessed by unauthorized person(s).

Alta does not store credit card numbers of its customers. However, on February 16, 2015, unauthorized person(s) executed a sophisticated attack on the checkout portion of Alta's estore which allowed them to collect some credit card information from Alta customers purchasing lifts tickets online from February 16 to 28.

Alta discovered this attack on February 28 and immediately terminated the unauthorized access. The same day, Alta notified all affected customers by email, and subsequently sent a follow up notice after confirming the attack. The follow up notice includes the toll free numbers and website addresses of national consumer reporting agencies and the Federal Trade Commission. Alta has contacted the major credit card companies, and has also taken measures to eliminate the vulnerability.

Alta has determined that four residents in your state may have been affected. Enclosed herein is a sample notification sent to affected residents. Please let us know if you have any questions regarding this incident.

Sincerely,

RAY QUINNEY & NEBEKER, P.C.

Frederick R. Thaler
Michael K. Erickson

ATTORNEYS AT LAW
Clark P. Giles
Narvel E. Hall
Douglas W. Morrison
Herbert C. Livsey
D. Jay Curtis
Jonathan A. Dibble
Scott Hancock Clark
Loren E. Weiss
James S. Jardine
Janet Hugie Smith
Douglas Matsumori
Larry G. Moore
Bruce L. Olson
John A. Adams
Douglas M. Monson
Craig Carlile
Jeffrey W. Appel
David J. Castleton
Ellen J. D. Toscano
Kevin G. Glade
Lester K. Essig
Ira B. Rubinfeld
Stephen C. Tingey
John R. Madsen
Michael W. Spence
Scott A. Hagen
Mark M. Gettilyon
Rick L. Rose
Rick B. Hoggard
Lisa A. Yerkovich
Brent D. Wride
Michael E. Blue
Steven W. Call
Elaine A. Monson
Mark A. Cotter
Gregory J. Savagge
Kelly J. Applegate
Justin T. Toth
Liesel B. Stevens
Robert O. Rice
Arthur B. Berger
Frederick R. Thaler, Jr.
John W. Mackay
McKay M. Pearson
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Matthew N. Evans
Gary L. Longmore
John P. Wunderli
Michael R. Johnson
E. Blaine Rawson
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D. Zachary Wiseman
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Kamie F. Brown
Janelle Eurick Bauer
Gregg D. Stephenson
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Gregory S. Roberts
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Richard H. Madsen, II
Ryan B. Bell
S. Brandon Owen
Charles H. Livsey
David B. Dibble
Emily S. Loeffler
Bryant J. McConkie
Maria E. Heckel
Blake R. Bauman
Michael K. Erickson
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Matthew M. Cannon
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Adam D. Wentz
Robert P. Harrington
Greg M. Newman
Adam K. Richards
Blake R. Voorhees
James M. Swan
Beth J. Ranschau
Aaron K. Olsen
Kimberly A. Child
Calvin R. Winder
A.J. Green
Katherine E. Priest
Katherine B. Benson
Whitney Hulet Krogue
Jeremiah J. Hansen

OF COUNSEL
Robert M. Graham
M. John Ashton
Gerald T. Snow
Robert G. Wing
Katie A. Eccles
Jordan Christianson
Jennifer R. Korb
Jared N. Parrish
Anjali J. Patel

ALTA SKI AREA

P.O. Box 8007 • ALTA, UTAH 84092-8007
PHONE 801-359-1078 • FAX 801-799-2340
www.alta.com

March 3, 2015

Dear Alta Skier:

We are contacting you because we have reason to believe that your credit card information may have been accessed by unauthorized person(s) from a foreign Internet address.

Alta does not store credit card numbers of its customers. However, on February 16, 2015, unauthorized person(s) executed a sophisticated attack on the checkout portion of Alta's estore which allowed them to collect credit card information from Alta customers purchasing lifts tickets online. These intruders likely captured credit

of customers purchasing lift tickets online from February 16 to 28.

Alta discovered this attack on February 28 and immediately terminated the unauthorized access. Alta then notified all affected customers. At that time, we notified you that your credit card information ending in 1401 may have been accessed by unauthorized person(s). We now confirm that this credit card information was likely accessed by unauthorized persons(s).

Alta has contacted the major credit card companies, and we are working with law enforcement to investigate this attack. Alta has also taken measures to eliminate the vulnerability.

You can obtain additional information from the FTC and the nationwide credit bureaus list below about fraud alerts and security freezes. You can add a fraud alert to your credit report file to help protect your credit information. You may place a fraud alert in your file by calling just one of the three nationwide credit bureaus listed below. As soon as that bureau processes your fraud alert, it will notify the other two bureaus, which then will place a fraud alert in your file.

National Consumer Reporting Agencies:

Experian 1-888-EXPERIAN (1-888-397-3742) www.experian.com

Equifax 1-800-685-1111 www.equifax.com

Trans Union 1-800-888-4213 www.transunion.com

Federal Trade Commission:

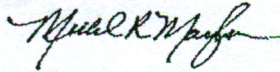
Identity Theft Clearinghouse
Federal Trade Commission
600 Pennsylvania Avenue, NW
Washington, DC 20580
1-877-ID-THEFT (1-877-438-4338)
www.ftc.gov
www.consumer.gov/idtheft/



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We advise you to remain vigilant by reviewing account statements, alerting your card issuer, monitoring free credit reports and to report suspected identify theft to law enforcement, including the Federal Trade Commission.

If you have any questions regarding this incident, please contact Elise Morgan at 801-799-2262.



Michael Maughan
CFO
Alta Ski Area