



June 20, 2012

Attorney General Michael A. Delaney  
NH Department of Justice  
33 Capitol Street  
Concord, NH 03301

Dear Attorney General Delaney:

Pursuant to N.H. Rev. Stat. § 359-C:20(I)(b), we are writing to notify you of a breach of security involving 22 New Hampshire residents.

**Nature of the Security Breach**

We were recently made aware that certain payment card information used on our [www.gotickets.com](http://www.gotickets.com) website may have been exposed. Pending the final results of our investigation, it appears that an unknown, outside group or individual improperly accessed [www.gotickets.com](http://www.gotickets.com)'s database possibly exposing some of our customers' sensitive information, including shipping, billing and credit card data related to purchases made through [www.gotickets.com](http://www.gotickets.com). We believe this improper access occurred on or around May 22 and May 30, 2012.

**Number of New Hampshire Residents Affected**

According to our investigation, we believe that 22 New Hampshire residents completed transactions during the time period in which the improper access occurred. Those New Hampshire residents will receive notification on or around June 22, 2012 in the form of the attached letter.

**Steps We Have Taken Or Plan To Take Relating To the Incident**

We are taking appropriate precautionary measures to ensure that this situation is resolved. Gotickets has long employed a wide range of training and security measures to ensure the confidentiality of our customers' payment information. Upon discovering the improper access, Gotickets notified and has been working very closely with law enforcement, including the F.B.I. and U.S. Attorney's Office, to investigate the situation. At this time, we have evidence that some customers' credit card data has potentially been used for fraudulent purposes. Nine customers have reported fraudulent activity to date indicating online purchases from merchants such as iTunes, Amazon and others. Customers have not reported the amounts of the abuse.

---

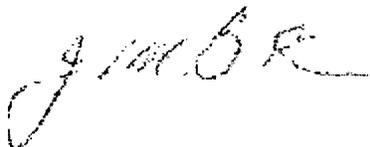
In addition, we have retained Identity Theft 911, an organization that specializes in fraud resolution and identity theft education, to provide personalized one-one-one support services to all notified customers at no cost to the customers for a year following notification. Notified customers will receive unlimited access to a dedicated, personal fraud specialist via toll-free number, help with answering any questions and providing guidance with the situation, assistance with taking immediate protective measures to assist in limiting potential damage, comprehensive case file creation to assist with card fraud remediation if necessary, and all phone calls and documentation needed to resolve card fraud if such fraud occurs.

We also plan to take steps to ensure that a similar incident will not occur in the future. In response to the initial findings that improper access was gained through compromised content management credentials, we have implemented more stringent credential management which includes retirement of old user accounts and instituting more complex username/password combinations which expire every 90 days.

Should you have any questions or require further information, please contact Mark Pollack using the below contact information.

Mark Pollack, Partner  
Paul Hastings LLP  
191 N. Wacker Drive, Thirtieth Floor,  
Chicago, IL 60606  
Direct: +1.312.499.6050  
[markpollack@paulhastings.com](mailto:markpollack@paulhastings.com)

Sincerely,

A handwritten signature in black ink, appearing to read "JMB", with a stylized flourish extending from the end.

Joseph M. Bennett  
President and CEO  
Gotickets, Inc.  
2595 Farmstead Rd.  
Richfield, OH 44286  
[jbennett@premieresports.com](mailto:jbennett@premieresports.com)

cc: Mark Pollack

Enclosure

---

Date

Name

Address

Address

Address

Dear Valued Customer:

We were recently made aware that certain payment card information used on our [www.gotickets.com](http://www.gotickets.com) website may have been exposed. We are notifying you that the payment card you have on file with us (name of card and last four digits) may have been affected by this situation.

**We are taking appropriate precautionary measures to ensure that this situation is resolved and to help alleviate concerns you may have.**

**What Happened?**

Pending the final results of our investigation, it appears that an unknown, outside group or individual improperly accessed [www.gotickets.com](http://www.gotickets.com)'s database possibly exposing some of our customers' sensitive information, including shipping, billing and credit card data related to purchases made through [www.gotickets.com](http://www.gotickets.com). We believe this improper access occurred on or around May 22 and May 30, 2012. Although we are not certain that your sensitive information was affected, as a precaution, we are advising you to keep a close eye on this account's activity.

**What can I do on my own to address this situation?**

Gotickets has retained a company to help you with any questions or problems you may encounter. However, we are advising affected individuals to cancel the affected card or at a minimum to closely monitor the referenced card ending in \_\_\_\_\_ for any suspicious activity and notify the card issuer immediately of the fraud. Affected individuals should also remain vigilant for incidents of fraud and identity theft by monitoring their free credit reports, and report suspected incidents of identity theft to local law enforcement, the state Attorney General, or the Federal Trade Commission.

You can contact any of the major credit reporting agencies or the Federal Trade Commission using the contact information listed below. You can obtain information from any of these sources about fraud alerts and security freezes.

Equifax  
P.O. Box 740241  
Atlanta, GA 30374  
1-888-766-0008

TransUnion LLC  
P.O. Box 6790  
Fullerton, CA 92834  
1-800-680-7289

Experian  
P.O. Box 9554  
Allen, TX 75013  
1-888-397-3742

Federal Trade Commission  
600 Pennsylvania Avenue, NW  
Washington, DC 20580  
1-877-438-4338  
[www.ftc.gov](http://www.ftc.gov)

### **What is Gotickets doing to address this situation?**

Gotickets has long employed a wide range of training and security measures to ensure the confidentiality of our customers' payment information. Gotickets has been working very closely with law enforcement, including the F.B.I. and U.S. Attorney's Office, to investigate the situation.

Gotickets is committed to serving its customers. That's why Gotickets is providing its customers with highly experienced fraud resolution experts, along with support services — at no cost to affected individuals. These services will be provided by **Identity Theft 911**, a company that specializes in fraud resolution and identity theft education. Should you have any questions, think you may have a problem or in the unlikely event that you become a victim, a personal fraud specialist will work with you one-on-one, every step of the way. This resolution service will last for a full year. Through this resolution service you will also receive the following:

- Unlimited access to your dedicated, personal fraud specialist via toll-free number
- Help with answering any questions and providing guidance with the situation
- Assistance with taking immediate protective measures to assist in limiting potential damage
- Comprehensive case file creation to assist with card fraud remediation if necessary
- All phone calls and documentation needed to resolve your card fraud should you become a victim

### **How do I enroll for the free services?**

To take advantage of the **Identity Theft 911** services, or to obtain additional information about these services, **please call the Identity Theft 911 help line at 1-800-405-6108** and supply the fraud specialist with the following unique code: .

### **What if I want to speak with Gotickets regarding this incident?**

While Identity Theft 911 should be able to provide thorough assistance and answer most of your questions, you may still feel the need to speak with Gotickets regarding this incident. If so, please call our Gotickets Response Team at 1-800-808-9324 from 8:30am-4:30pm Eastern Standard Time, Monday through Friday. A Gotickets representative is standing by to assist in any way we can.

At Gotickets, we take our responsibility to protect your account information very seriously. We are deeply disturbed by this situation and apologize for any inconvenience.

Sincerely,

Scott Jernigan  
Executive Vice President  
Gotickets, Inc.  
201 Shannon Oaks Circle, Suite 205  
Cary, NC 27511