



Christopher J. Dilenno
D: 215.358.5161
C: 610.283.5286
cdiianno@nldhlaw.com

518 Township Line Road
Suite 300
Blue Bell, PA 19422
P: 215.358.5100
F: 215.358.5101

December 6, 2013

Attorney General Michael A. Delaney
Office of the New Hampshire Attorney General
Attn: Security Breach Notification
33 Capitol Street
Concord, NH 03301

Re: EZYield— Notice of Data Security Event

Dear Sir or Madam:

We represent EZYield, 7 Times Square, 38th Floor, New York, NY 10036, and are writing to notify you of a data event that compromised the security of personal information of one (1) New Hampshire resident. EZYield's investigation into this event is ongoing, and this notice will be supplemented with any new significant facts learned subsequent to its submission. By providing this notice, EZYield does not waive any rights or defenses regarding the applicability of New Hampshire law or personal jurisdiction.

Nature of the Data Security Event

EZYield, a third party hotel reservation service provider, learned on October 24, 2013 of the possibility that information that was transmitted through its hotel reservation system was the subject of a cyber attack. Upon learning of this incident, EZYield immediately launched an internal investigation into this incident. On October 25, 2013, the means by which the cyber attacker gained unauthorized access to the EZYield system was shut-down. EZYield retained specialized data security counsel to assist with its investigation of, and response to, this incident. EZYield hired independent, third-party computer forensics experts to determine the scope of this incident.

Notice to New Hampshire Residents

Although the investigations are ongoing, on November 21, 2013 the forensic experts hired by EZYield confirmed that this cyber-attack resulted in the unauthorized access to the name and credit card information, including the CVV code, credit card number, and expiration date, of one

December 6, 2013

Page 2

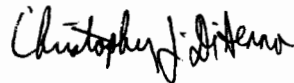
(1) New Hampshire resident. EZYield provided this New Hampshire resident with written notice
OTHER STEPS TAKEN AND TO BE TAKEN

EZYield takes this matter, and the security of the personal information in its care seriously, and has implemented changes to its reservation services to prevent a similar exposure from occurring in the future. In addition to providing written notice of this incident to affected individuals as described above, each affected individual is being offered access to one (1) free year of credit monitoring services and identity restoration services. EZYield is also providing each individual with information on how to protect against identity theft and fraud. EZYield is providing written notice of this incident to other state regulators, and to the national consumer reporting agencies. EZYield informed the major credit card brands in the Payment Card Industry of this incident on November 26, 2013.

Contact Information

Should you have any questions regarding this notification or other aspects of the data security event, please contact us at 215-358-5161.

Sincerely,



Christopher J. Dilenno

cc: EZYield

Exhibit A



Processing Center · P.O Box 3825 · Suwanee, GA 30024

December 6, 2013



John Q Sample
123 Main Street
Anytown, US 12345-6789

Dear John Q Sample:

We are writing to notify you of an incident with a recent hotel reservation made through an online travel agency that may affect the security of your personal information. We are unaware of any attempted or actual misuse of your personal information, but are providing this notice to ensure that you are aware of the incident and so that you may take steps to monitor your identity and your credit accounts, should you feel it is appropriate to do so.

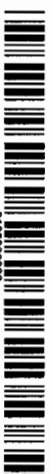
EZYield, a third party hotel reservation service provider, recently learned of the possibility that information that was transmitted through its hotel reservation system was the subject of a cyber attack. On November 21, 2013, the forensic experts hired by EZYield confirmed that this cyber-attack resulted in the unauthorized access to your name and credit card information, including the CVV code, credit card number, and expiration date. EZYield informed the major credit card brands in the Payment Card Industry on November 26, 2013.

EZYield takes this matter, and the security of your personal information, seriously and has implemented changes to its reservation services to prevent a similar exposure from occurring in the future.

To further protect against possible identity theft or other financial loss, we encourage you to remain vigilant, to review your account statements, and to monitor your credit reports for suspicious activity. If you find suspicious activity in your credit card statement, you should contact the financial institution that issued your credit card and discuss this matter with them.

As an added precaution, we have arranged to have AllClear ID protect your identity for one year at no cost to you. The following identity protection services start on the date of this notice and are available to you for the next 12 months.

AllClear SECURE: You are automatically eligible to use this identity protection service - there is no action required on your part. If a problem arises, simply call 877-412-7144 and a dedicated investigator will do the work to recover financial losses, restore your credit and make sure your identity is returned to its proper condition. AllClear maintains an A+ rating at the Better Business Bureau.



AllClear PRO: This service offers additional layers of protection including credit monitoring and a \$1 million identity theft insurance policy. To use the PRO service, you will need to provide your personal information to AllClear ID. You may sign-up online at enroll.allclearid.com or by mail with the enclosed mail-in registration form, or by phone by calling 877-412-7144 using the following redemption code: **1305901306**.

Please note: Additional steps may be required by you in order to activate your phone alerts. Mailed registrations may take up to ten (10) business days before the registration is received and you are able to log in to your account.

Under U.S. law, you are entitled to one free credit report annually from each of the three major credit bureaus. To order your free credit report, visit www.annualcreditreport.com or call, toll-free, 1-877-322-8228. You may also contact the three major credit bureaus directly to request a free copy of your credit report.

At no charge, you can also have these credit bureaus place a "fraud alert" on your file that alerts creditors to take additional steps to verify your identity prior to granting credit in your name. Note, however, that because it tells creditors to follow certain procedures to protect you, it may also delay your ability to obtain credit while the agency verifies your identity. As soon as one credit bureau confirms your fraud alert, the others are notified to place fraud alerts on your file. Should you wish to place a fraud alert, or should you have any questions regarding your credit report, please contact any one of the agencies listed below. Information regarding security freezes is also available from these agencies.

Equifax
P.O. Box 105069
Atlanta, GA 30348
800-525-6285
www.equifax.com

Experian
P.O. Box 2002
Allen, TX 75013
888-397-3742
www.experian.com

TransUnion
P.O. Box 2000
Chester, PA 19022
800-680-7289
www.transunion.com

You can also further educate yourself regarding identity theft, security freezes, and the steps you can take to protect yourself, by contacting your state Attorney General or the Federal Trade Commission. For North Carolina residents, the Attorney General can be contacted at 9001 Mail Service Center, Raleigh, NC 27699-9001, 1-919-716-6400, www.ncdoj.gov. For Maryland residents, the Attorney General can be contacted at 200 St. Paul Place, 16th Floor, Baltimore, MD 21202, (888) 743-0023, www.oag.state.md.us. The Federal Trade Commission can be reached at: 600 Pennsylvania Avenue NW, Washington, DC 20580, www.ftc.gov/bcp/edu/microsites/idtheft/, 1-877-ID-THEFT (877-438-4338); TTY: 866-653-4261. The Federal Trade Commission also encourages those who discover that their information has been misused to file a complaint with them. You can also obtain further information on how to file such a complaint by way of the contact information listed above. Instances of known or suspected identity theft should also be reported to law enforcement.

We apologize for any inconvenience or concern that this may have caused you. We have established a confidential assistance line to answer any questions or concerns regarding the

incident or the contents of this letter, or if you believe you may be a victim of identity theft. This confidential assistance line is staffed with professionals trained in identity and credit safeguard and restoration. You may reach the confidential assistance line by dialing toll-free, US 877-412-7144, Monday through Saturday, 8:00 AM to 8:00 PM U.S. Central Time, excluding major holidays.

Very truly yours,

EZYield

