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April 25, 2013

CONFIDENTIAL

VIA FEDERAL EXPRESS

Attorney General Michael Delaney
New Hampshire Department of Justice
Office of the Attorney General
33 Capitol Street
Concord, New Hampshire 03301

Re: Data Security Breach Notification

To Whom It May Concern:

This letter is intended to notify the Office of the New Hampshire Attorney General that Iron Horse Bicycle Classic ("Iron Horse"), a client of Bryan Cave LLP, intends to notify two residents of New Hampshire that their personal information may have been accessed or acquired by an unauthorized individual.

Iron Horse recently learned that unauthorized individuals accessed information that Iron Horse maintains about users who registered for the Iron Horse Bicycle Classic, which is a bicycle race in Colorado. Upon learning this information, Iron Horse immediately conducted an investigation into the circumstances surrounding the acquisition by the unauthorized individuals. On March 1, 2013, Iron Horse's review discovered that a sophisticated malicious attack had been launched against a server it shared with other companies at its web service provider. This attack allowed an unauthorized user to access the server and send information obtained from the server to an unauthorized third party address on the Internet. The attack appears to have taken place as early as November 30, 2012. Iron Horse believes that the unauthorized users may have accessed or acquired users' names, addresses, and/or credit card information. Iron Horse became aware that, in some instances, the users' credit card information was utilized in fraudulent transactions.

Iron Horse has been working with the Durango, Colorado Police Department and the Federal Bureau of Investigation to catch the perpetrators of this attack. On February 14, 2013, Iron Horse notified the New Hampshire residents whose personal information may have been accessed of the breach via email and by posting the same notice on its website. A sample of that email is enclosed. Iron Horse also is in the process of mailing a notification to the New Hampshire residents, a copy of which

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also is enclosed. We anticipate that notice will be mailed by no later than April 30, 2013. In addition, Iron Horse has changed its payment processing system in an attempt to prevent such unauthorized access in the future.

If you would like any additional information concerning the above referenced event, please feel free to contact me at your convenience.

Sincerely,

A handwritten signature in cursive script, reading "Jena Valdetero".

Jena Valdetero
Bryan Cave LLP

Enclosures

Valdetero, Jena

From: 2013 Registrants [director=ironhorsebicycleclassic.com@mail75.wdc01.mcdlv.net] on behalf of 2013 Registrants [director@ironhorsebicycleclassic.com]
Sent: Thursday, February 14, 2013 3:13 PM
To: ed
Subject: Potential widespread credit card data issue

Use this area to offer a short teaser of your email's content. Text here will show in the preview area of some email clients.

Is this email not displaying correctly?
[View it in your browser.](#)



The Iron Horse Bicycle Classic was made aware of a possible credit card information breach related to the IHBC late Sunday Feb 10th and again Monday Feb 11 by two individuals who were local to Durango, Colorado.. The IHBC immediately made contact with our host server, and Web Technician. No immediate issues were identified, we then contacted our Credit Card Processors (Mercury Payment Systems and Plug and Play). On Wednesday Feb 13 we received additional concerns regarding the breach (we had 2 Monday, none Tues, 15 Weds including several IHBC Staff members cards being impacted). We have been completely engaged with all pertinent entities including Law Enforcement. As of 1pm MT Feb 14, we have not identified what or where the breach may have originated or existed. We have had several registrants notify us today (Feb 14) of fraudulent charges to their respective cards over the past few weeks.

Additional outside resources are being utilized to try to help identify the source including banking institutions When we have pertinent and conclusive information we will convey that message to our registrants.

We recommend everyone receiving this email contact their Credit Card provider for the card used for Iron Horse Bicycle Classic registration and alert them of a potential issue. Of those we have spoken with, charges have shown up as various entities, including USPS.com, Gamestop, and Lowes to name a few.

Once again all efforts are being made to identify what may have caused this to happen and get it resolved.

We apologize for the inconvenience.

Iron Horse Bicycle Classic

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Registered for 2012 Event

Our mailing address is:

Iron Horse Bicycle Classic

P.O. Box 1389

Durango, CO 81302

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Dear Iron Horse Bicycle Classic Registrants:

We are looking forward to the 43rd Iron Horse Bicycle Classic in a few weeks. We work hard to make the Iron Horse Bicycle Classic a successful and enjoyable event each year, and we are deeply disappointed that this year's event was tarnished by a malicious third party data attack. We hope you will join us in putting this behind us and enjoying another great event.

As you may be aware from the email we sent on February 14, 2013 and from the later posting on our website, on February 13, 2013, we learned that unauthorized individuals may have accessed information that Iron Horse obtained from registrants for the 2013 Iron Horse Bicycle Classic. Upon learning of these circumstances, we promptly began work with our web service provider to conduct an in-depth review of the situation. On March 1, 2013, we confirmed that a sophisticated malicious attack had been launched against a server we share with other companies at our web service provider. This attack allowed an unauthorized user to access the server and send information obtained from the server to an unauthorized third party address on the Internet. The attack appears to have taken place as early as November 30, 2012. While it was not immediately detected by our web service provider, rest assured that since learning of the attack we have been working closely with law enforcement officials to catch the perpetrators. We deeply regret this situation. We are providing this letter to help keep you better informed of the situation, so that you may avoid future inconvenience as a result of the attack.

Unfortunately, as a result of its investigation, Iron Horse believes that the unauthorized individuals may have acquired records which may contain your name, address, email address, and the credit card information you entered when you registered for the race. Although we do not have reason to believe that other information was accessed by the unauthorized individuals, Iron Horse also maintains additional types of information provided by you, including your e-mail address and age.

We have taken steps to prevent further acquisition of your personal information. Our web service provider re-installed the server container on March 1, 2013. Additionally, we have changed the way that payment processing occurs to have payment collected by a hosted solution provided by Mercury Payments. For future event registration, you will now enter your information on a secure, third party website.

You should take appropriate steps to protect yourself from possible identity theft. We advise you to remain vigilant by reviewing your credit card account statements and monitoring your credit report. You may obtain a free copy of your credit report from each of the three major credit reporting agencies once every 12 months by visiting <http://annualcreditreport.com> or calling toll-free (877) 322-8228.

In the event that you determine that there has been fraudulent activity on your account, you should promptly notify the financial institution or company with whom the account is maintained. You should also contact the appropriate government agencies, including law enforcement, your state Attorney General, and/or the Federal Trade Commission. A list of contact information for the FTC and each state's Attorney General is below. In addition, you may contact the Durango, Colorado Police Department at (970) 375-4700. The Durango Police

Department has opened a case to investigate the breach. You can voluntarily offer information at www.durangogov.org/IHBCFraudForm.

You should also promptly notify the national consumer reporting agencies (identified below) and request a fraud alert on your credit report. The initial fraud alert is free and will stay on your credit file for at least 90 days. The alert informs creditors of possible fraudulent activity within your report and requests that the creditor contact you prior to establishing any accounts in your name.

Additionally, you may obtain a "credit freeze" by contacting each credit bureau listed below. A credit freeze (also known as a security freeze) is a way to provide additional security to your personal information by making your credit report inaccessible, unless you give specific authorization with a password or personal identification number. There may be a small fee associated with this request depending on your state. If you would like more information on how to obtain a credit freeze, you may contact the consumer reporting agencies listed below.

Consumer Reporting Agencies

COMPANY	TELEPHONE	ADDRESS	WEBSITE
Equifax	800.525.6285	P.O. Box 740241 Atlanta, GA 30374-0241	http://www.equifax.com
Experian	888.397.3742	P.O. Box 9532 Allen, TX 75013	http://www.experian.com
TransUnion	800.680.7289	Fraud Victim Assistance Division P.O. Box 6790 Fullerton, CA 92834-6790	http://www.transunion.com

Additional information about reporting and preventing identity theft can be found at <http://www.consumer.ftc.gov/features/feature-0014-identity-theft>.

In addition, if you believe that you have been the victim of identity theft, you should consider reporting the incident to the Federal Trade Commission. They can be reached at (877) 438-4338 or online at <https://www.ftccomplaintassistant.gov/>. In addition, you should also consider contacting your state's Attorney General and/or Division of Consumer Protection.

STATE	CONTACT INFORMATION
Alabama	334.242.7300 / 1.800.230.9485
Alaska	907.465.2133 / 907.269.5200
Arizona	520.628.6504 / 800.352.8431
Arkansas	501.682.2341 / 800.482.8982
California	916.322.3360
Colorado	303.866.4500
Connecticut	860.808.5318

STATE	CONTACT INFORMATION
Nebraska	402.471.2682
Nevada	775.684.1100
New Hampshire	603.271.3658
New Jersey	609.292.8740
New Mexico	505.827.6000
New York	518.474.7330
North Carolina	919.716.6400

Delaware	800.220.5424 / 302.577.8600
DC	202.724.1305
Florida	850.414.3990
Georgia	404.651.9340 / 404.656.3790
Hawaii	808.586.1500
Idaho	208.334.2424
Illinois	1.866.999.5630
Indiana	317.2326330 / 1.800.382.5516
Iowa	515.281.5926 / 888.777.4590
Kansas	785.296.3751 / 800.432.2310
Kentucky	502.696.5389 / 800.804.7556
Louisiana	225.326.6400 / 1.800.351.4889
Maine	207.626.8800 / 1.800.436.2131
Maryland	410.528.8662 / 410.576.6491
Massachusetts	617.727.8400 / 1.877.438.4338
Michigan	517.373.1110
Minnesota	651.296.3353
Mississippi	601.359.3680
Missouri	573.751.3321
Montana	406.444.2026

North Dakota	701.328.2210
Ohio	614.466.4320
Oklahoma	405.521.3921
Oregon	503.378.4732
Pennsylvania	717.787.3391
Puerto Rico	787.721.2900
Rhode Island	401.274.4400
South Carolina	803.734.3970
South Dakota	605.773.3215
Tennessee	615.741.5860 or 615.741.1671
Texas	512.463.2100
U.S. Virgin Islands	340.774.5666
Utah	801.538.9600
Vermont	802.828.3171
Virginia	804.786.2071 or 804.786.2042 cybercrime@oag.state.va.us
Washington	360.753.6200 or 206.464.6684
West Virginia	304.558.2021 or 304.558.8986
Wisconsin	608.266.1221
Wyoming	307.777.7841 or 307.777.7874

For more information about this incident, including the information we maintain about you, and the type of information that was acquired, you may contact us at the following toll-free telephone number: (866) 313-7555.

We profoundly regret this unfortunate situation and any inconvenience it may have caused you. Should you have further questions or need additional assistance concerning this matter, do not hesitate to contact me directly at Email address: director@ironhorsebicycleclassic.com, Telephone number: (970) 259-4621 or Mailing address: P.O. Box 1389, Durango, CO 81302.

Sincerely,

13 APR 5P AM 8:12
DEPT OF JUSTICE
STATE OF NH