BakerHostetler

Baker&Hostetler LLP

811 Main Street
Suite 1100
Houston, TX 77002-6111

T 713.751.1600
F 713.751.1717
www.bakerlaw.com

William R. Daugherty
direct dial: 713.646.1321
wdaugherty@bakerlaw.com

July 15, 2016

VIA OVERNIGHT MAIL

Attorney General Joseph Foster
Office of the Attorney General
33 Capitol Street
Concord, NH 03301

Re: Incident Notification

Dear Attorney General Foster:

Our client, Matador Recordings, LLC (d/b/a "Matador Direct"), understands the importance of protecting the personal information provided by its customers. On May 4, 2016, Matador Direct was advised by its third-party website developer that it had identified and removed suspicious files from the e-commerce websites of the record labels for which Matador Direct is the distributor; namely, 4AD, Matador, Rough Trade, True Panther, XL Recordings, The Young Turks, and Beggars Arkive. Matador Direct quickly began an investigation and hired a third-party cybersecurity firm to assist in the investigation.

Findings from the investigation show that if a customer attempted to or did place an order on www.4ad.com, www.matadorrecords.com, www.roughtraderecords.com, www.truepanther.com, www.xlrecordings.com, www.theyoungturks.co.uk, or http://archive.beggars.com/, from April 28, 2015 to May 4, 2016, information associated with the order being placed, including the customer's name, address, phone number, email address, payment card number, expiration date and security code (CVV), and account password for the website on which the customer placed an order, may have been obtained by an unauthorized third-party.

As part of its efforts to address this issue, Matador Direct changed the passwords for potentially affected customers that have accounts with the above-referenced websites, and customers will need to reset their passwords before using their accounts. If such customers use the same username and password for any other account, Matador Direct is recommending that the customers change their password there as well. In addition, Matador Direct has provided a

toll-free number that potentially affected customers can call with questions regarding the incident.

Matador Direct will be providing written notification via U.S. Mail today to 21 New Hampshire residents in accordance with N.H. Rev. Stat. Ann. § 359-C:20 in substantially the same form as the document enclosed herewith. Notice is being provided in the most expedient time possible and without unreasonable delay.

To help prevent this from happening in the future, Matador Direct has remediated the websites and continues to work to strengthen the security of the websites.

Please do not hesitate to contact me if you have any questions regarding this matter.

Best regards,

William R. Daugherty
Counsel

Enclosure

Return Mail Processing
PO Box 509
Claysburg, PA 16625-0509

July 15, 2016

C0485-L01-0006692 0002 00000025 *******ALL FOR AADC 800

[redacted]

Dear [redacted]:

Matador Direct is the distributor for the record labels 4AD, Matador, Rough Trade, True Panther, XL Recordings, The Young Turks, and Beggars Arkive. Matador Direct values the relationship we have with our customers and understands the importance of protecting customer information. We are writing to inform you about an incident that may involve some of your information.

On May 4, 2016, we were advised by our third-party website developer that it had identified and removed suspicious files from the e-commerce websites of the record labels for which Matador Direct is the distributor. We quickly began an investigation and hired a third-party cybersecurity firm to assist us. Findings from the investigation show that if a customer attempted to or did place an order on one of the affected websites from April 28, 2015 to May 4, 2016, information associated with the order being placed, including the customer's name, address, phone number, email address, payment card number, expiration date and security code (CVV), and account password for the website on which the customer placed an order, may have been obtained by an unauthorized third-party. We are notifying you because you placed or attempted to place an order on the following affected website(s) www.4ad.com using a payment card(s) ending in [redacted] during the relevant time period.

For your security we have changed your password, and you will need to reset it before you are able to use your account. To reset your password, click the "Forgot Your Password" link on the Login page at the website where you have an account and follow the instructions. If you use the same username and password for any other online account, we recommend that you change your password there as well.

We encourage that you remain vigilant to the possibility of fraud and identity theft by reviewing your financial statements for any unauthorized activity. You should immediately report any unauthorized charges to your financial institution because the major credit card companies have rules that restrict them from requiring you to pay for fraudulent charges that are timely reported. You should also review the additional information on the following page on ways to protect yourself.

We apologize for any inconvenience or concern this may have caused. To help prevent this from happening again, we have remediated the websites and continue to work to strengthen the security of the websites.

If you have questions, please call (877) 218-0056, Monday through Friday, from 9 a.m. to 7 p.m. EST (Closed on U.S. observed holidays) and provide reference number 7631070716 when calling.

Sincerely,

Patrick Amory
President

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C0485-L01

MORE INFORMATION ON WAYS TO PROTECT YOURSELF

We recommend that you remain vigilant for incidents of fraud or identity theft by reviewing your account statements and credit reports for any unauthorized activity. You may obtain a copy of your credit report, free of charge, once every 12 months from each of the three nationwide credit reporting companies. To order your annual free credit report, please visit www.annualcreditreport.com or call toll free at 1-877-322-8228. Contact information for the three nationwide credit reporting companies is as follows:

Equifax, PO Box 740256, Atlanta, GA 30348, www.equifax.com, 1-800-685-1111
Experian, PO Box 4500, Allen, TX 75013, www.experian.com, 1-888-397-3742
TransUnion, PO Box 2000, Chester, PA 19016, www.transunion.com, 1-800-888-4213

If you believe you are the victim of identity theft or have reason to believe your personal information has been misused, you should immediately contact the Federal Trade Commission and/or the Attorney General's office in your state. Contact information for the Federal Trade Commission is as follows:

Federal Trade Commission, Consumer Response Center, 600 Pennsylvania Avenue, NW
Washington, DC 20580, 1-877-IDTHEFT (438-4338), www.ftc.gov/idtheft

You can obtain information from these sources about steps an individual can take to avoid identity theft as well as information about fraud alerts and security freezes. You should also contact your local law enforcement authorities and file a police report. Obtain a copy of the police report in case you are asked to provide copies to creditors to correct your records.