



May 26, 2016

«AddressBlock»

Dear «Name»:

What Happened

I regret to inform you that an internal investigation has confirmed that Macfadden has suffered a data breach of employee information. Based on our investigation, we have learned that sometime in April of this year, some employees' personally identifiable information has been compromised when it was improperly downloaded from an online offsite backup storage system used by a former employee who had access to this data. While this matter is subject to an ongoing investigation, we have determined that it is best to inform all affected parties of the potential exposure of your respective personal information and to take steps to mitigate this risk.

What Information Was Involved

The compromised files included a variety of personally identifiable information. Specifically, this breach included some social security numbers, dates of birth, driver's license information, direct deposit information and other employee personnel files maintained by Macfadden as an employer. Included within the breached data were names and social security numbers for some employees' beneficiaries and dependents.

What We Are Doing

We are actively investigating this matter and are working with law enforcement, a forensic analyst, and the backup storage system provider to determine the complete scope of this breach and attempt to recover the exposed files.

Identity Theft and Fraud Monitoring Service: To mitigate the potential threat this breach has caused, we have selected **Identity Theft Guard Solutions, Inc. "ID Experts"** to provide identity theft prevention and fraud monitoring service to all affected individuals free of charge for one year. To enroll please visit www.idexpertscorp.com/protect and provide the following membership code «PIN». Your PIN is valid through November 26, 2016. Once registered, Your 12 month MyIDCare membership will include the following:

Complete Credit Monitoring and Recovery Services

- **Tri-Bureau Credit Monitoring** - Monitors any changes reported by Experian, Equifax and TransUnion credit bureaus to your credit report.
- **CyberScan Monitoring** - Monitors criminal websites, chat rooms, and bulletin boards for illegal selling or trading of their personal information.

- **Access to the ID Experts Team** - Access to an online resource center for up-to-date information on new identity theft scams, tips for protection, legislative updates and other topics associated with maintaining the health of your identity.
- **Complete Recovery Services** - Should you believe that you are a victim of identity theft, ID Experts will work with you to assess, stop, and reverse identity theft issues.
- **Identity Theft Insurance** - In the event of a confirmed identity theft, you may be eligible for reimbursement of up to \$1,000,000 for expenses related to that theft.

Macfadden will also notify each of the three major consumer reporting agencies of the timing, distribution and content of this notification.

What You Can Do

In addition to activating the credit monitoring services provided by ID Experts, we want to ensure that you have complete contact information for the major consumer reporting agencies as well as for other relevant government agencies. Information from these sources describe additional steps you can take to protect against identity theft:

Equifax (www.equifax.com)
 P.O. Box 740241
 Atlanta, GA 30374-0241
 1-800-685-1111

Chester, PA 19022
 1-800-916-8800

Experian (www.experian.com)
 P.O. Box 2104
 Allen, TX 75013-0949
 1-888-EXPERIAN (397-3742)

Federal Trade Commission
 600 Pennsylvania Avenue, NW
 Washington, DC 20580
 www.ftc.gov/idtheft
 1-877-438-4338
 1-866-653-4261 (TTY)

Trans Union (www.transunion.com)
 P.O. Box 1000

NOTE: You may place a credit freeze on your credit report by contacting each of the nationwide credit reporting companies listed above. You'll need to supply your name, address, date of birth, Social Security number and other personal information. After receiving your freeze request, each credit reporting company will send you a confirmation letter containing a unique PIN (personal identification number) or password. Keep the PIN or password in a safe place. You will need it if you choose to lift the freeze.

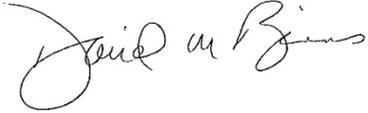
Furthermore, we advise you to be vigilant in monitoring your financial and credit card accounts and free credit reports for any suspicious or unauthorized activity.

For More Information

Marci Gutierrez, Macfadden's Corporate Operations Manager and Facilities Security Officer, will serve as a single point of contact to answer your questions and provide additional information. She can be reached at datasecurity@macf.com or 240-274-1916.

We regret the inconvenience this breach may cause. Please be assured that we are actively working to minimize the risk to affected individuals and the Company. Thank you for your understanding.

Sincerely,

A handwritten signature in black ink, appearing to read "David M. Binns". The signature is fluid and cursive, with the first name "David" being the most prominent.

David M. Binns
President & CEO