



February 26, 2015

Re: Park 'N Fly Data Security Event

Dear John Sample,

Park 'N Fly ("PNF") is writing to notify you of a data security event that may involve some of your personal information. This letter contains information about the incident and our response, steps you can take to protect your information, and resources we are making available to help you.

PNF has become aware of a security compromise involving payment card data processed through our e-commerce website. Our team, including third-party forensics experts, has been working continuously to understand the nature and scope of the incident. The security compromise has been addressed; we have enhanced our system security and implemented a PayPal hosted payment solution on the website, and our reservations website is now back online. We continue to work with law enforcement and credit card brands. While our investigation was still ongoing, on January 13, 2015, we began notifying our customers of this incident. As the investigation continued, we determined that the security of some data from certain payment cards that were used from November 27, 2013 through December 24, 2014 to make reservations through our e-commerce site may be at risk. The data involved may include your name, card number, billing address, card expiration date, Client_Defl

PNF takes the security of your personal information very seriously, and apologizes for any concern or inconvenience this matter may cause. We have secured and restored our reservation website and taken measures to strengthen our IT security. In addition, we have arranged to have AllClear ID protect your identity for 12 months at no cost to you. The following identity protection services start on the date of this notice and you can use them at any time during the next 12 months:

AllClear SECURE: The team at AllClear ID is ready and standing by if you need identity repair assistance. This service is automatically available to you with no enrollment required. If a problem arises, simply call (855) 683-1165 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 ID maintains an A+ rating at the Better Business Bureau.

AllClear PLUS: This service offers additional layers of protection including identity theft monitoring that delivers secure, actionable alerts to you by phone and \$1,000,000.00 Identity Theft Insurance Coverage. To use the PLUS service, you will need to provide your personal information to AllClear ID. You may sign up online at enroll.allclearid.com or by phone by calling (855) 683-1165 using the following redemption code Redemption Code.

Please note: Additional steps may be required by you in order to activate your phone alerts.



We encourage you to remain vigilant, to review your account statements regularly, and to monitor your credit reports for suspicious activity. 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 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. 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 19022-2000
800-680-7289
www.transunion.com

You can further educate yourself regarding identity theft, security freezes, and the steps you can take to protect yourself, by contacting the Federal Trade Commission or your state Attorney General. **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. **For North Carolina residents**, the Attorney General can be contacted at 9001 Mail Service Center, Raleigh, NC 27699-9001, (919) 716-6400, www.ncdoj.gov. The Federal Trade Commission can be reached at: 600 Pennsylvania Avenue NW, Washington, DC 20580, www.ftc.gov/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 obtain further information on how to file such a complaint by way of the contact information listed above. This notice has not been delayed because of law enforcement; however, instances of known or suspected identity theft should also be reported to law enforcement.

We have established a confidential, toll free hotline to assist you with questions regarding the incident, this letter or AllClear ID's identity monitoring and protection services. The hotline can be reached at (855) 683-1165, Monday through Saturday, 8:00 a.m. to 8:00 p.m. C.S.T. You may also visit <http://www.pnf.com/security-update/> for additional information.

We regret any inconvenience this incident may cause. We remain committed to the security of our customers' personal information and will continue to seek ways to improve our service.

Sincerely,

Park 'N Fly Service, LLC