PRIMEDIA®

<<Firstname>> <<Middlename>> <<Lastname>>
<<Address1>>
<<Address2>>
<<City>>, <<Stateprovince>> <<Postalcode>>
<<Intelligent Mail Barcode>>

<<Date>> (Format: Month Day, Year)

Dear <<Firstname>> <<Middlename>> <<Lastname>>,

We recently discovered that the theft of a computer storage device from our headquarters may have resulted in the exposure of some of your personal information. At this time, we do not believe that any of your personal information has been accessed or misused. We take the security of your personal information very seriously, and sincerely apologize for any inconvenience this may cause you.

PRIMEDIA is a company, formerly based in New York, that used to publish a number of magazine titles. Over the last 10 years, the company has sold off nearly all of its print publications with the exception of the Apartment Guide, which is now an online product. We recently changed our corporate name to reflect our current business.

The stolen storage device, which was no longer in use, was among several pieces of computer hardware taken from our facilities. Although the device was not encrypted, it was password protected. Immediately following our discovery of the theft, we conducted an investigation and attempted to determine what information may have been stored on the device by restoring the backup tapes. Those tapes were corrupted so we engaged a team of computer forensics experts who successfully restored the tapes and conducted an analysis on the data. On March 6, 2013, following extensive forensic analysis, we learned that the stolen device contained Social Security numbers. Additional analysis confirmed in early April that the device contained your name and Social Security number.

The person responsible for the theft has been arrested. We have good reason to believe that his goal was to sell the hardware for quick cash; we do not believe he was a "hacker" seeking the data contained on the device. We want to make you aware of this situation even though we believe it is unlikely that your information has been or will be misused.

We have taken several steps to prevent this type of event from happening again, including increasing the security of our data storage devices, incorporating the use of encryption technology, increasing physical security at our facilities, and updating our data retention policies.

Next Steps

Your membership number is: <<MEMBERSHIPNUMBER>>

1. **Go to www.idintegrity.com to start your credit monitoring**
   Please be prepared to provide your membership number. Instructions are provided online.

   If you would prefer to receive your alerts through the mail instead of online, fill out the enclosed *Consumer Credit Report and Credit Monitoring Authorization Form* and return it in the enclosed postage-paid envelope.

2. **Call 1-855-269-6547 if you need help or have questions**
   8 a.m. to 5 p.m. (Central Time), Monday through Friday
   Kroll representatives are ready to help you.

Although we are not aware of any access or misuse of your information, out of an abundance of caution, we have engaged the services of Kroll Advisory Solutions to provide identity theft safeguards at no cost to you through its IDTheftSmart™ program. Kroll Advisory Solutions is a global leader in risk mitigation and response, and their team has extensive experience helping people who have experienced this type of event.

We are providing you with access to **Continuous Credit Monitoring** and **Enhanced Identity Theft Consultation and Restoration** from Kroll Advisory Solutions at no cost. Please note that in order to activate these services you will need to follow the instructions in the "Next Steps" box on the first page of this letter.

Continuous Credit Monitoring. We are providing you with access to Kroll's credit monitoring service for 12 months from the date of this letter. Once activated, you will receive alerts whenever there are certain changes in your credit file that could indicate an issue.

Enhanced Identity Theft Consultation and Restoration. Kroll's Licensed Investigators are available to listen, to answer your questions and offer their expert advice regarding any concerns you may have. And in the unlikely event that your name or credit is affected by this incident, your investigator will do most of the work necessary to restore your identity on your behalf.

To receive credit monitoring, you must be over the age of 18 and have established credit in the U.S., have a Social Security number in your name, and have a U.S. residential address associated with your credit file.

We sincerely regret any inconvenience or concern that this matter may have caused you. If you have any questions or concerns regarding this incident, please call **1-855-269-6547** Monday through Friday from 8 a.m. to 5 p.m. (Central Time). Kroll's Licensed Investigators are standing by to answer your questions or help you with concerns you may have. *Please have your membership number ready.*

Sincerely,

Charles J. Stubbs
President and Chief Executive Officer,
PRIMEDIA Inc. n/k/a RentPath, Inc.

State Notification Requirements

All States.
More information can also be obtained about protecting your identity by contacting the Federal Trade Commission listed below.

You may obtain a copy of your credit report or request information on how to place a fraud alert or security freeze by contacting any of the national credit bureaus below. It is recommended that you remain vigilant for incidents of fraud and identity theft by reviewing credit card account statements and monitoring your credit report for unauthorized activity.

Equifax	**Experian**	**TransUnion**
P.O. Box 740241	P.O. Box 2104	P.O. Box 2000
Atlanta, Georgia 30374	Allen, TX 75013	Chester, PA 19022
1-800-685-1111	1-888-397-3742	1-800-888-4213
www.equifax.com	www.experian.com	www.transunion.com

For residents of Iowa, Maryland, Michigan, Missouri, North Carolina, Oregon, and West Virginia.
It is required by state laws to inform you that you may obtain a copy of your credit report, free of charge, whether or not you suspect any unauthorized activity on your account.

For residents of Iowa.
State law advises you to report any suspected identity theft to law enforcement or to the Attorney General.

For residents of Oregon.
State laws advise you to report any suspected identity theft to law enforcement, as well as the Federal Trade Commission.

For residents of Illinois, Maryland and North Carolina.
You can obtain information from the Maryland and North Carolina Offices of the Attorneys General and the Federal Trade Commission about steps you can take toward preventing identity theft.

Maryland Office of the Attorney General	**North Carolina Office of the Attorney General**	**Federal Trade Commission Consumer Response Center**
Consumer Protection Division	Consumer Protection Division	600 Pennsylvania Avenue, NW
200 St. Paul Place	9001 Mail Service Center	Washington, DC 20580
Baltimore, MD 21202	Raleigh, NC 27699-9001	1-877-IDTHEFT (438-4338)
1-888-743-0023	1-877-566-7226	www.ftc.gov/bcp/edu/microsites/idtheft/
www.oag.state.md.us	www.ncdoj.com	

For residents of Massachusetts.
It is required by state law that you are informed of your right to obtain a police report if you are a victim of identity theft.

For residents of Massachusetts and West Virginia.
You also have the right to place a security freeze on your credit report by contacting any of the credit bureaus listed at the top of this page. A security freeze is intended to prevent credit, loans and services from being approved in your name without your consent.

To place a security freeze on your credit report, you may be able to use an online process, an automated telephone line or a written request. The following information must be included when requesting a security freeze (note that if you are requesting a credit report for your spouse, this information must be provided for him/her as well): (1) full name, with middle initial and any suffixes; (2) Social Security number; (3) date of birth; (4) current address and any previous addresses for the past five years; and (5) any applicable incident report or complaint with a law enforcement agency or the Registry of Motor Vehicles. The request must also include a copy of a government-issued identification card and a copy of a recent utility bill or bank or insurance statement. It is essential that each copy be legible, display your name and current mailing address, and the date of issue. The consumer reporting agency may charge a fee of up to $5.00 to place a freeze or lift or remove a freeze and free if you are a victim of identity theft or the spouse of a victim of identity theft, and you have submitted a valid police report relating to the identity theft incident to the consumer reporting agency.