

North Carolina Security Breach Reporting Form Pursuant to the Identity Theft Protection Act of 2005

Name of Business Owning or Licensing Information Affected by the Breach:

GREENLINE MEDIA INC., DBA
MOUNTAIN XPRESS

Address:

2 WALL ST.
SUITE 206
ASHEVILLE, N.C. 28801

Telephone:

828-251-1333

Fax:

828-251-1311

Email:

adinman@mountainx.com

PLEASE SUBMIT FORM TO:

Consumer Protection Division
NC Attorney General's Office
9001 Mail Service Center
Raleigh, NC 27699-9001
Telephone: (919) 716-6000
Toll Free in NC: (877) 566-7226
FAX: (919) 716-6050

Date Security Breach Reporting Form submitted:

5-23-2007

Date the Security Breach was discovered:

5-7-2007

Estimated number of affected individuals:

6540

Estimated number of NC residents affected:

5980

Name of business maintaining or possessing information that was the subject of the Security Breach, if the business that experienced the Security Breach is not the same entity as the business reporting the Security Breach (pursuant to N.C.G.S. § 75-65(b):

SAME AS ABOVE

Describe the circumstances surrounding the Security Breach and state whether the information breached was in electronic or paper format:

DICTIONARY ATTACK ON EMAIL SERVER WAS SUCCESSFUL, GIVING ATTACKER A USERNAME/PASSWORD THAT ALSO SECURED AN INTERNAL DATABASE THAT STORED CREDIT CARD NUMBERS

Regarding electronic information breached, state whether the information breached or potentially breached was password protected or encrypted in some manner. YES If so, please describe the security measures protecting the information:

DATA POTENTIALLY BREACHED WAS ON A LOCAL NETWORK SERVER BEHIND A FIREWALL, AND WAS PASSWORD PROTECTED. IT WAS NOT ENCRYPTED.

Describe any measures taken to prevent a similar Security Breach from occurring in the

future: CARD DATA HAS BEEN REMOVED FROM THE NETWORK AND IS NOW STORED IN A 128BIT DES ENCRYPTED FILE. LOCAL ALL SERVERS / CLIENTS HAVE BEEN REFORMATTED / REBUILT WITH KNOWN CLEAN SYSTEMS AND SCANNED DATA. ENCRYPTED

FILE PROTECTED WITH LONG, COMPLEX PASSWORD, FIREWALL LOCKED DOWN, EMAIL OUTSOURCED
Date affected NC residents were/will be notified:
NOTICE TO BE MAILED 5/25/2007

If there has been any delay in notifying affected NC residents, describe the circumstances surrounding the delay pursuant to N.C.G.S. § 75-65(a) and (c):

N/A

If the delay was pursuant to a request from law enforcement pursuant to N.C.G.S. § 75-65(c), please include the written request or the contemporaneous memorandum.

How NC residents were/will be notified?

- written notice
- electronic notice (email)
- telephone notice
- substitute notice

(pursuant to N.C.G.S. § 75-65(e))

Please attach copy of the notice if in written form or a copy of any scripted notice if in telephonic form.

Signature: Andrew D. Inman

Date: 5-23-2007

Contact Person, Title: ANDREW D. INMAN
IT MANAGER

Address: 2 WALL ST.
SUITE 206, ASHEVILLE, N.C. 28801

(if different from above)

Telephone: 828-251-1333 Fax: 828-251-1311 Email: adinman@mountainx.com



2 Wall Street Suite 212
 Post Office Box 144
 Asheville, NC 28802
828-251-1333
FAX 251-1311

www.mountainx.com

[Date]
 [Address]
 [City State Zip]

[Customer Name]:

We are writing to you because of a recent security incident involving the computer records of Mountain Xpress.

On May 7, 2007, Mountain Xpress discovered that it had experienced a data security breach, which potentially exposed certain information to unauthorized access and acquisition. An outside attack was made on our email server and certain databases. One potentially compromised database included your name and your credit card number or numbers. The incident has been reported to law enforcement authorities and the credit card companies. An active investigation is underway.

We deeply regret this incident and want to assure you that Mountain Xpress takes the privacy and security of our customers' personal information very seriously. To protect personal information from further unauthorized access, Mountain Xpress has removed credit card data from its network and stored it in an encrypted file. It has also improved its firewall and changed all server/client passwords.

We hope that the incident does not result in fraudulent activity. However, you should remain vigilant, regularly review your account statements and immediately report any suspicious activity to your credit card company.

You may wish to obtain a free credit report (www.annualcreditreport.com or 1-877-322-8228), visit the website of the Federal Trade Commission (www.consumer.gov/idtheft) for information on protection against identity theft, or contact a credit reporting agency regarding fraud alerts and monitoring credit reports:

Equifax	Experian	TransUnion
800-525-6285	888-397-3742	800-680-7289

We sincerely apologize for any inconvenience caused by this incident. If you require additional information or assistance, please call us at 828-251-1333, ext. 108.

Sincerely,

Mountain Xpress