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May 14, 2008

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Director of Consumer Affairs and  
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RE: Data Security Breach

To Whom It May Concern:

We are writing in accordance with Chapter 93H, Section 3 of the General Laws of Massachusetts to inform you that a computer belonging to Automotive Events was stolen on April 7th, 2008. The laptop was stolen by an unknown individual from an employee's car parked in Detroit, Michigan, and presumably, it was stolen for the hardware, without knowledge of the data it contained.

The stolen laptop contains sensitive information including the names, addresses, Social Security numbers and Federal Tax ID numbers of some of its valued employees, vendors and contractors. One (1) Massachusetts Independent Contractor was included in this database.

Detroit police were notified and conducted an investigation; however the laptop was not recovered.

While access to the data on the computer was password protected, Automotive Events is now taking additional security measures such as password protecting all access to its laptops.

A copy of the notice we sent to the impacted individuals is attached to this letter. We appreciate the assistance of Assistant Attorney General Scott Schaefer in preparing this letter.

Automotive Events understands the seriousness of this matter and sincerely apologizes for any inconvenience this may cause you. Should you need additional information or assistance from Automotive Events regarding this matter, please contact Mike Foss, Controller, at [mfoss@automotive-events.com](mailto:mfoss@automotive-events.com), 19111 Detroit Road, Suite 306, Rocky River, OH 44116.

May 1, 2008

Automotive Events regretfully informs you that the names, addresses, Social Security numbers and Federal Tax ID numbers of some of its valued employees, vendors and contractors may have been subject to unauthorized access on April 7th, 2008. Automotive Events is informing all employees, vendors and contractors as a safeguard, providing you with the opportunity to take preventative measures as you feel appropriate. We encourage you to remain vigilant for incidents of fraud and identity theft, and to take additional security measures as described below.

**You have the right to obtain a police report.** You can file a written police report regarding the breach with your local police department, and you should retain a copy for your records. The police report can be given to your creditors and consumer reporting agencies. The three major consumer reporting agencies (listed below) will place an extended fraud alert on your credit file upon receipt of the police report. Please contact the three major consumer reporting agencies for more information. Although not all police reports will be investigated, at a minimum such reports will be helpful to law enforcement agencies to identify the trends, patterns, and prevalence of identity theft.

**You have a right to request a security freeze on your consumer credit report.** Obtaining a security freeze prevents a consumer reporting agency from releasing information in your consumer credit report without your express authorization. The General Laws of Massachusetts, Chapter 93, Sections 56 and 62a, generally summarized below, establish your rights under Massachusetts law regarding security freezes.

**The information you will need to mail to the consumer reporting agencies at the addresses below to obtain a security freeze may include:**

- Full name;
- Current address;
- Any previous addresses for the past two years;
- Date of birth;
- Social Security number;
- A copy of a government issued identification card (such as a driver's license); and
- A copy of a current utility bill or bank or insurance statement.

Each of the three major consumer reporting agencies has its own specific requirements to place a security freeze. For the most up-to-date information and requirements for requesting a security freeze as well as for additional information regarding security freezes generally, please contact them directly using the contact information listed below:

- **Equifax** – 1-800-525-6285 or [www.equifax.com](http://www.equifax.com)  
Equifax Security Freeze  
P.O. Box 105788  
Atlanta, GA 30348



- **Experian** – 1-888-397-3742 or [www.experian.com](http://www.experian.com)  
Experian Security Freeze  
P.O. Box 9554  
Allen, TX 75013
- **TransUnion** – 1-800-680-7289 or [www.transunion.com](http://www.transunion.com)  
TransUnion Fraud Victim Assistance Department  
P.O. Box 6790  
Fullerton, CA 92834

**Under Massachusetts law, a consumer reporting agency can charge you up to \$5.00 to place, lift, or remove a security freeze.** However, if you are able to provide a valid police report relating to identity theft, then the consumer reporting agency cannot charge you to place, lift, or remove a security freeze. Any fees that may need to be paid would also require a personal check or a credit card number (as well as expiration date and the credit card's 3- or 4-digit card identification number). If you are requesting a free security freeze because you have obtained a valid police report relating to identity theft, you will also need to include a copy of the police report. You must send the written request via regular, certified, or overnight mail.

In addition to requesting a security freeze, free credit reports can also be obtained at any of the three national consumer reporting agencies. You may also place a fraud alert with the consumer reporting agencies to ensure that accounts have not been activated without your knowledge. If you determine that an account has been fraudulently established using your identity, you should contact local, state and/or federal law enforcement agencies, and appropriate governmental agencies such as the Federal Trade Commission.

Automotive Events values its employees, vendors and contractors and will be taking steps to increase the security of sensitive data in an effort to prevent future incidents, insofar as it is reasonably possible.

Automotive Events understands the seriousness of this matter and sincerely apologizes for any inconvenience this may cause you. Should you need additional information or assistance from Automotive Events regarding this matter, please contact Mike Foss, Controller, at 440-356-1383, or 19111 Detroit Road, Suite 306, Rocky River, OH 44116.

Thank you.