

ALTA SKI AREA

P.O. Box 8007 • ALTA, UTAH 84092-8007
PHONE 801-359-1078 • FAX 801-799-2340
www.alta.com

March 3, 2015

Dear Alta Skier:

We are contacting you because we have reason to believe that your credit card information may have been accessed by unauthorized person(s) from a foreign Internet address.

Alta does not store credit card numbers of its customers. However, on February 16, 2015, unauthorized person(s) executed a sophisticated attack on the checkout portion of Alta's estore which allowed them to collect credit card information from Alta customers purchasing lifts tickets online. These intruders likely captured [REDACTED] of customers purchasing lift tickets online from February 16 to 28.

Alta discovered this attack on February 28 and immediately terminated the unauthorized access. Alta then notified all affected customers. At that time, we notified you that your credit card information ending in [REDACTED] may have been accessed by unauthorized person(s). We now confirm that this credit card information was likely accessed by unauthorized persons(s).

Alta has contacted the major credit card companies, and we are working with law enforcement to investigate this attack. Alta has also taken measures to eliminate the vulnerability.

You can obtain additional information from the FTC and the nationwide credit bureaus list below about fraud alerts and security freezes. You can add a fraud alert to your credit report file to help protect your credit information. You may place a fraud alert in your file by calling just one of the three nationwide credit bureaus listed below. As soon as that bureau processes your fraud alert, it will notify the other two bureaus, which then will place a fraud alert in your file.

National Consumer Reporting Agencies:

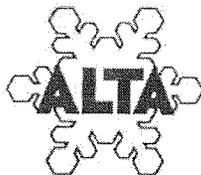
Experian 1-888-EXPERIAN (1-888-397-3742) www.experian.com

Equifax 1-800-685-1111 www.equifax.com

Trans Union 1-800-888-4213 www.transunion.com

Federal Trade Commission:

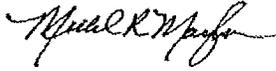
Identity Theft Clearinghouse
Federal Trade Commission
600 Pennsylvania Avenue, NW
Washington, DC 20580
1-877-ID-THEFT (1-877-438-4338)
www.ftc.gov
www.consumer.gov/idtheft/



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We advise you to remain vigilant by reviewing account statements, alerting your card issuer, monitoring free credit reports and to report suspected identify theft to law enforcement, including the Federal Trade Commission.

If you have any questions regarding this incident, please contact Elise Morgan at 801-799-2262.

A handwritten signature in black ink, appearing to read "Michael Maughan". The signature is fluid and cursive, with the first name being more prominent.

Michael Maughan
CFO
Alta Ski Area