



OPENING CEREMONY  
Est. 2002

May 4, 2012

Dear Customer:

Opening Ceremony recently learned of a security incident that may have resulted in the disclosure of your credit card information and information associated with your account. We take the security of your information very seriously, and sincerely apologize for any inconvenience this may cause you. On February 16, 2012, we believe a hacker placed malicious software on our website. We discovered the malware on March 21, 2012, immediately removed it and implemented increased security controls to prevent this from happening in the future. Unfortunately, the hacker may have accessed the names, addresses, and credit card information of customers who purchased an item on our website during this period. We are notifying you so that you can be aware of this situation and take steps to protect yourself from any harm, including contacting your bank and/or credit card company.

Opening Ceremony has contracted with ID Experts® to assist with any questions or concerns you may have during this time. Representatives from ID Experts have been fully versed on the incident and can answer questions or concerns you may have regarding protection of your personal information. They are available to assist Monday through Friday from 9 am-9 pm Eastern Time by calling 1-866-660-8617.

Please be assured that we take the privacy and security of your information very seriously. It is the goal of Opening Ceremony to help and serve our customers. If you have additional questions regarding this incident, please call ID Experts at 1-866-660-8617.

Sincerely,

Carol Lim  
CEO and Co-Founder