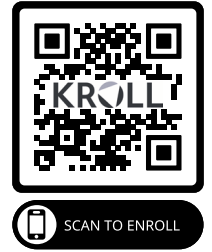




<<Return to Kroll>>  
<<Return Address>>  
<<City, State ZIP>>

<<FIRST\_NAME>> <<MIDDLE\_NAME>> <<LAST\_NAME>> <<SUFFIX>>  
<<ADDRESS\_1>>  
<<ADDRESS\_2>>  
<<CITY>>, <<STATE\_PROVINCE>> <<POSTAL\_CODE>>  
<<COUNTRY>>



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

<<b2b\_text\_1 (Notice of Data Breach)>>

Dear <<First\_name>> <<Last\_name>>,

We are writing to inform you that Advantage Media Services LLC (“AMS” or “we”) experienced a recent data incident (the “Incident”) that involved your personal information (“Information”). This letter provides you with information about this Incident, our response, and information on where to direct your questions. As a precaution, we have also provided steps you can take to protect your Information, including the ability to enroll in identity monitoring services that we are offering free of charge for twelve (12) months.

**What Happened?**

In September 2025, we became aware of suspicious activity in our computer systems and immediately began an investigation and took steps to contain and remediate the situation, including isolating potentially impacted systems, changing passwords, increasing monitoring and threat detection capabilities, and engaging data security and privacy professionals to assist with our response. Our investigation determined that an unauthorized actor briefly gained access to our server environment in September 2025 and copied certain data. We have worked continuously since September to investigate whether personal Information was potentially impacted in order to notify individuals as soon as possible. Our investigation discovered that your Information was potentially included in the impacted data, but we are unaware of any financial fraud or identity theft resulting from the Incident.

**What Information Was Involved?**

Our investigation has now determined that the following types of Information may have been impacted as a result of this Incident: <<b2b\_text\_2 (Data Elements)>>. Our investigation did not identify evidence that your Information was misused for financial fraud or identity theft, but we are taking the steps below out of an abundance of caution.

**What We Are Doing.**

We take this Incident and the security of your Information in our care seriously. Upon identifying this Incident, we promptly began an investigation, isolated potentially impacted systems, changed passwords, increased monitoring and threat detection capabilities, and engaged data security and privacy professionals to assist with our investigation and response. We also reported the matter to federal law enforcement and relevant government agencies.

**What Can You Do?**

To help relieve concerns and restore confidence following this Incident, we have secured the services of Kroll to provide identity monitoring at no cost to you for twelve (12) months. Kroll is a global leader in risk mitigation and response, and their team has extensive experience helping people. Your identity monitoring services include Credit Monitoring, Fraud Consultation, and Identity Theft Restoration.

Visit <https://enroll.krollmonitoring.com> to activate and take advantage of your identity monitoring services.

You have until <<b2b\_text\_6 (activation deadline)>> to activate your identity monitoring services.

Membership Number: <<Membership Number s\_n>>

For more information about Kroll and your Identity Monitoring services, you can visit [info.krollmonitoring.com](http://info.krollmonitoring.com). Additional information describing your services is included with this letter.

Additionally, it is always recommended that you remain vigilant, regularly monitor free credit reports, review account statements, and report any suspicious activity to financial institutions. Please also review the “Additional Resources” section included with this letter, which outlines other resources you can utilize to protect your Information.

**For More Information.**

We take this Incident and the security of information in our care seriously. If you have any additional questions, you may call our toll-free assistance line at (844) 403-4531 from Monday through Friday from 8:00 am to 5:30 pm Central Time (excluding U.S. holidays).

Sincerely,

Advantage Media Services LLC

*Jeff Bruce*

Jeff Bruce  
Executive Vice President of Human Resources

Encl.

## ADDITIONAL RESOURCES

### Contact information for the three (3) nationwide credit reporting agencies:

**Equifax**, PO Box 740241, Atlanta, GA 30374, [www.equifax.com/personal/credit-report-services](http://www.equifax.com/personal/credit-report-services), 1-800-685-1111

**Experian**, PO Box 2104, Allen, TX 75013, [www.experian.com/help](http://www.experian.com/help), 1-888-397-3742

**TransUnion**, PO Box 2000, Chester, PA 19016, <https://www.transunion.com/data-breach-help>, 1-833-799-5355

**Free Credit Report.** It is recommended that you remain vigilant for incidents of fraud and identity theft by reviewing account statements and monitoring your credit report for unauthorized activity. You may obtain a copy of your credit report, free of charge, once every twelve (12) months from each of the three (3) nationwide credit reporting agencies.

To order your annual free credit report please visit [www.annualcreditreport.com](http://www.annualcreditreport.com) or call toll free at **1-877-322-8228**.

You can also order your annual free credit report by mailing a completed Annual Credit Report Request Form (available from the U.S. Federal Trade Commission's ("FTC") website at [www.consumer.ftc.gov](http://www.consumer.ftc.gov)) to: Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA 30348-5281.

**For Colorado, Georgia, Maine, Maryland, Massachusetts, New Jersey, Puerto Rico, and Vermont residents:** You may obtain one (1) or more (depending on the state) additional copies of your credit report, free of charge. You must contact each of the credit reporting agencies directly to obtain such additional report(s).

**Fraud Alert.** You may place a fraud alert in your file by calling one (1) of the three (3) nationwide credit reporting agencies above. A fraud alert tells creditors to follow certain procedures, including contacting you before they open any new accounts or change your existing accounts. For that reason, placing a fraud alert can protect you, but also may delay you when you seek to obtain credit.

**Security Freeze.** You may obtain a security freeze on your credit report, free of charge, to protect your privacy and confirm that credit is not granted in your name without your knowledge. You may also submit a declaration of removal to remove information placed in your credit report as a result of being a victim of identity theft. You have a right to place a security freeze on your credit report, free of charge, or submit a declaration of removal pursuant to the Fair Credit Reporting Act ("FCRA").

The security freeze will prohibit a consumer reporting agency from releasing any information in your credit report without your express authorization or approval. The security freeze is designed to prevent credit, loans, and services from being approved in your name without your consent. When you place a security freeze on your credit report, you will be provided with a personal identification number, password, or similar device to use if you choose to remove the freeze on your credit report or to temporarily authorize the release of your credit report to a specific party or parties or for a specific period of time after the freeze is in place.

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 to any of the three (3) credit reporting agencies listed above. 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 them 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 Department 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, and display your name, current mailing address, and the date of issue.

**FTC and State Attorneys General Offices.** If you believe you are the victim of identity theft or have reason to believe your personal information has been misused, you should immediately contact the FTC and/or the Attorney General's office in your home state. You may also contact these agencies for information on how to prevent or avoid identity theft.

You may contact the **Federal Trade Commission**, Consumer Response Center, 600 Pennsylvania Avenue, NW, Washington, DC 20580, [www.ftc.gov/bcp/edu/microsites/idtheft/](http://www.ftc.gov/bcp/edu/microsites/idtheft/), 1-877-IDTHEFT (438-4338).

**Reporting of identity theft and obtaining a police report.** You have the right to obtain any police report filed in the United States in regard to this incident. If you are the victim of fraud or identity theft, you also have the right to file a police report.

**For Alabama Residents:** You may contact the Attorney General's Office for the State of Alabama, Consumer Protection Division, 501 Washington Avenue, Montgomery, AL 36104, [www.alabamaag.gov](http://www.alabamaag.gov), 1-800-392-5658.

**For Arizona Residents:** You can obtain information from the Office of the Attorney General and the FTC about fraud alerts, security freezes, and steps you can take toward preventing identity theft. Consumer Protection & Advocacy Section, 2005 North Central Avenue, Phoenix, AZ 85004, 1-602-542-5025.

**For California Residents:** Visit the California Office of Privacy Protection ([www.oag.ca.gov/privacy](http://www.oag.ca.gov/privacy)) for additional information on protection against identity theft. Office of the Attorney General of California, 1300 I Street, Sacramento, CA 95814, 1-800-952-5225. This notification was not delayed as a result of any law enforcement investigation.

**For Colorado Residents:** You can obtain information from the Office of the Attorney General ([www.coag.gov](http://www.coag.gov)), FTC, and the credit reporting agencies about fraud alerts and security freezes. Consumer Protection 1300 Broadway, 9<sup>th</sup> Floor, Denver, CO 80203, 1-720-508-6000.

**For Connecticut Residents:** You may contact the Connecticut Office of the Attorney General, 165 Capitol Avenue, Hartford, CT 06106, [www.ct.gov/ag](http://www.ct.gov/ag), 1-860-808-5318.

**For District of Columbia Residents:** You can obtain information about steps to take to avoid identity theft from the FTC (contact information above) and the District of Columbia Office of the Attorney General, 400 6th Street NW, Washington, D.C. 20001, [consumer.protection@dc.gov](mailto:consumer.protection@dc.gov), <https://oag.dc.gov/>, 1-202-737-3400.

**For Illinois Residents:** You can obtain information from the Office of the Attorney General, credit reporting agencies, and the FTC about fraud alerts and security freezes (contact information above). You may contact the Illinois Office of the Attorney General, 100 West Randolph Street, Chicago, IL 60601, [https://illinoisattorneygeneral.gov/about/email\\_ag.jsp](https://illinoisattorneygeneral.gov/about/email_ag.jsp), 1-800-964-3013.

**For Iowa Residents:** You may contact the Iowa Office of the Attorney General, 1305 E. Walnut Street, Des Moines, IA 50319, [consumer@ag.iowa.gov](mailto:consumer@ag.iowa.gov); [www.iowattorneygeneral.gov](http://www.iowattorneygeneral.gov), 1-888-777-4590. You are advised to report any suspected identity theft to law enforcement or to the Iowa Attorney General.

**For Kansas Residents:** You may contact the Kansas Office of the Attorney General, Consumer Protection Division, 120 SW 10<sup>th</sup> Ave, 2<sup>nd</sup> Floor, Topeka, KS 66612-1597, <https://ag.ks.gov/>, 1-800-432-2310.

**For Kentucky Residents:** You may contact the Kentucky Office of the Attorney General, Consumer Protection Division, 1024 Capital Center Drive, Suite 200, Frankfort, Kentucky 40601, [www.ag.ky.gov](http://www.ag.ky.gov), 1-800-804-7556.

**For Maryland Residents:** You may obtain information about steps you can take to avoid identity theft from the FTC (contact information above) and the Maryland Office of the Attorney General, Consumer Protection Division, 200 St. Paul Place, Baltimore, MD 21202, [www.marylandattorneygeneral.gov](http://www.marylandattorneygeneral.gov), 1-888-743-0023.

**For Massachusetts Residents:** You may contact the Office of the Massachusetts Attorney General, 1 Ashburton Place, Boston, MA 02108, 1-617-727-8400, [www.mass.gov/ago/contact-us.html](http://www.mass.gov/ago/contact-us.html). You have the right to obtain a police report if you are a victim of identity theft.

**For Minnesota Residents:** You may contact the Minnesota Office of the Attorney General, 445 Minnesota Street, Suite 1400, St. Paul, MN 55101, [www.ag.state.mn.us](http://www.ag.state.mn.us), 1-800-657-3787.

**For Missouri Residents:** You may contact the Missouri Office of the Attorney General, Consumer Protection, 207 W. High St., P.O. Box 899, Jefferson City, MO 65102, [www.ago.mo.gov](http://www.ago.mo.gov), 1-800-392-8222.

**For Nevada Residents:** You may contact the Nevada Office of the Attorney General, Bureau of Consumer Protection, 100 N. Carson St, Carson City, NV 89701, [www.ag.nv.gov](http://www.ag.nv.gov), 1-702-486-3132.

**For New Mexico Residents:** Consumers have rights pursuant to the FCRA, such as the right to be told if information in their credit file has been used against them, the right to know what is in their credit file, the right to ask for their credit score, and the right to dispute incomplete or inaccurate information. Further, pursuant to the FCRA, the consumer reporting bureaus must correct or delete inaccurate, incomplete, or unverifiable information; consumer reporting agencies may not report outdated negative information; access to consumers' files is limited; consumers must give consent for credit reports to be provided to employers; consumers may limit "prescreened" offers of credit and insurance based on information in their credit report; and consumers may seek damages from violators. Consumers may have additional rights under the FCRA not summarized here. Identity theft victims and active-duty military personnel have specific additional rights pursuant to the FCRA. We encourage consumers to review their rights pursuant to the FCRA by writing, Consumer Response Center, Room 130-A, Federal Trade Commission, 600 Pennsylvania Ave. N.W., Washington, D.C. 20580, or by visiting [www.consumerfinance.gov/f/201504\\_cfpb\\_summary\\_your-rights-under-fcra.pdf](http://www.consumerfinance.gov/f/201504_cfpb_summary_your-rights-under-fcra.pdf).

**For New York Residents:** You may obtain information regarding security breach response and identity theft prevention and protection information from the FTC (contact information above), you can contact the New York Department of State Division of Consumer Protection, 99 Washington Avenue, Albany, NY 12231, <http://www.dos.ny.gov/consumerprotection>, 1-800-697-1220, or the New York Office of the Attorney General, Office of the Attorney General, The Capitol, Albany, NY 12224-0341, <https://ag.ny.gov>, 1-800-771-7755.

**For North Carolina Residents:** You may obtain information about preventing identity theft from the FTC (contact information above) and the North Carolina Office of the Attorney General, Consumer Protection Division, 9001 Main Service Center, Raleigh, NC 27699-9001, [www.ncdoj.gov](http://www.ncdoj.gov), 1-877-566-7266 or 1-919-716-6400. You are advised to report any suspected identity theft to law enforcement or to the North Carolina Attorney General.

**For Oregon Residents:** Oregon Department of Justice, 1162 Court Street NE, Salem, OR 97301-4096, [www.doj.state.or.us/](http://www.doj.state.or.us/), 1-877-877-9392. You are advised to report any suspected identity theft to law enforcement, the FTC, and the Oregon Attorney General. For more information on security locks you can visit the Oregon Department of Consumer and Commercial Services website at [www.dfcs.oregon.gov/id\\_theft.html](http://www.dfcs.oregon.gov/id_theft.html) and click “How to get a security freeze.”

**For Pennsylvania Residents:** You may contact the Pennsylvania Office of the Attorney General, Bureau of Consumer Protection, 15<sup>th</sup> Floor, Strawberry Square, Harrisburg, PA 17120, [www.attorneygeneral.gov](http://www.attorneygeneral.gov), 1-800-441-2555.

**For South Carolina Residents:** You may contact the South Carolina Department of Consumer Affairs, 293 Greystone Boulevard, Suite 400, Columbia, SC 29210, 1-800-922-1594.

**For Texas Residents:** You may contact the Texas Office of the Attorney General, Office of the Attorney General, PO Box 12548, Austin, TX 78711-2548, [www.texasattorneygeneral.gov](http://www.texasattorneygeneral.gov), 1-800-621-0508.

**For Wyoming Residents:** This notification was not delayed as a result of any law enforcement investigation.