

NOTICE OF DATA BREACH

Hard Rock Hotel & Casino Las Vegas Notifies Customers of Payment Card Incident

Hard Rock Hotel & Casino Las Vegas values the relationship we have with our customers, which is why we are notifying you of an incident that may involve your payment card.

What Happened

After receiving reports of fraudulent activity associated with payment cards used at the Hard Rock Hotel & Casino Las Vegas, the resort began an investigation of its payment card network and engaged a leading cyber-security firm to assist. On May 13, 2016, the investigation identified signs of unauthorized access to the resort's payment card environment. Further investigation revealed the presence of card scraping malware that was designed to target payment card data as the data was routed through the resort's payment card system.

What Information Was Involved

In some instances the program identified payment card data that included cardholder name, card number, expiration date, and internal verification code. In other instances the program only found payment card data that did not include cardholder name. No other customer information was involved. It is possible that cards used at certain restaurant and retail outlets at the Hard Rock Hotel & Casino Las Vegas between October 27, 2015 and March 21, 2016, could have been affected.

What You Can Do

It is always advisable to remain vigilant to the possibility of fraud by reviewing your payment card statements for unauthorized activity. You should immediately report any unauthorized charges to your card issuer because payment card rules generally provide that cardholders are not responsible for unauthorized charges reported in a timely manner. The phone number to call is usually on the back of your payment card. Please see the section that follows this notice for additional steps you may take to protect your information.

What We Are Doing

We notified law enforcement officials and are supporting their investigation. We are also working with the payment card networks so that the banks that issue payment cards can be made aware and initiate heightened monitoring on the affected cards. We also continue to work with the cyber security firm to further strengthen the security of our systems to help prevent this from happening in the future.

For More Information

We regret any inconvenience this may have caused. If you have questions, please call 888-221-7168 from 9 a.m. to 9 p.m. EST, Monday to Friday.

Sincerely,

Hard Rock Hotel & Casino Las Vegas

MORE INFORMATION ON WAYS TO PROTECT YOURSELF

We recommend that you remain vigilant by reviewing your account statements and credit reports for any unauthorized activity. You may obtain a copy of your credit report, free of charge, once every 12 months from each of the three nationwide credit reporting companies. To order your annual free credit report, please visit www.annualcreditreport.com or call toll free at 1-877-322-8228. Contact information for the three nationwide credit reporting companies is as follows:

Equifax, PO Box 740256, Atlanta, GA 30374, www.equifax.com, 1-800-685-1111

Experian, PO Box 9554, Allen, TX 75013, www.experian.com, 1-888-397-3742

TransUnion, PO Box 2000, Chester, PA 19022-2000, www.transunion.com, 1-800-916-8800

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 Federal Trade Commission and/or the Attorney General's office in your state. You can obtain information from these sources about steps an individual can take to avoid identity theft as well as information about fraud alerts and security freezes. You should also contact your local law enforcement authorities and file a police report. Obtain a copy of the police report in case you are asked to provide copies to creditors to correct your records. Contact information for the Federal Trade Commission is as follows:

Federal Trade Commission, Consumer Response Center, 600 Pennsylvania Avenue, NW Washington, DC 20580, 1-877-IDTHEFT (438-4338), www.ftc.gov/idtheft

FOR IMMEDIATE RELEASE

Hard Rock Hotel & Casino Las Vegas Notifies Customers of Payment Card Incident

Las Vegas, NV – June 27, 2016 – Hard Rock Hotel & Casino Las Vegas values the relationship it has with its customers. The resort is providing notification of an incident that may involve customer payment card data.

After receiving reports of fraudulent activity associated with payment cards used at the Hard Rock Hotel & Casino Las Vegas, the resort began an investigation of its payment card network and engaged a leading cyber-security firm to assist. On May 13, 2016, the investigation identified signs of unauthorized access to the resort's payment card environment. Further investigation revealed the presence of card scraping malware that was designed to target payment card data as the data was routed through the resort's payment card system. In some instances the program identified payment card data that included cardholder name, card number, expiration date, and internal verification code. In other instances the program only found payment card data that did not include cardholder name. No other customer information was involved. It is possible that cards used at certain restaurant and retail outlets at the Hard Rock Hotel & Casino Las Vegas between October 27, 2015 and March 21, 2016, could have been affected.

Customers who used their payment cards at certain restaurant and retail outlets at the Hard Rock Hotel & Casino Las Vegas between October 27, 2015 and March 21, 2016, should remain vigilant to the possibility of fraud by reviewing their payment card statements for any unauthorized activity. Hard Rock Hotel & Casino Las Vegas has notified law enforcement officials and is supporting their investigation. The payment card networks have also been informed of the incident so that the banks that issue payment cards can be made aware and initiate heightened monitoring on the affected cards. Hard Rock Hotel & Casino Las Vegas continues to work with the cyber security firm to further strengthen the security of its systems to help prevent this from happening in the future.

We regret any inconvenience this may have caused. If you have questions, please call 888-221-7168 from 9 a.m. to 9 p.m. EST, Monday to Friday.