

SL: Important Customer Communication

HERFF JONES PROPRIETARY & CONFIDENTIAL



Dear Valued Colleges,

We are aware that certain students, who may have made purchases from the Herff Jones website, have reported issues of possible fraudulent activity on their personal payment card accounts. We want to update you and your school's community on the situation.

Herff Jones has become aware that we have been the victim of a cyber-attack and that there are reports of possible fraudulent activity on customers' personal payment card accounts. We take any situation which could compromise customer data very seriously. This incident is being thoroughly investigated by our internal and third-party security experts, who have taken immediate and appropriate actions to reinforce existing security measures and to mitigate its potential impact as well as determine its origins. We have hardened our system and eliminated unauthorized access to payment card information within our systems. We are also working with the appropriate authorities and law enforcement to gather as much information as we can.

While we know that the timing is less than ideal and may cause concern from your students and families, out of an abundance of caution, the payment functions on each of Herff Jones' webpages have been temporarily taken down as part of this investigation. **To help our customers who are preparing for their upcoming graduation ceremonies, we have created a solution so that students are still able to place orders on some of our core websites without submitting payment information at this time.**

We will be invoicing customers who utilize this temporary 'bill me later' process as soon as we can. Our priority is fulfilling customer orders.

We sincerely apologize to those impacted. We are working diligently to determine which individuals were impacted, and when we have that information, rest assured we will contact those individual customers in a timely manner.

In the meantime, we have a customer service team that is dedicated to assist both institutional and individual customers on this specific issue. This team is available by calling **855-535-1795** between 9 a.m. and 9 p.m. EDT Monday through Friday. All non-cyber-attack related questions should be directed to Herff Jones' main customer service team at 800-837-4235.

We encourage your students to continue monitoring their payment card account statements and credit reports for instances of unauthorized activity. If any suspicious or unusual activity is discovered, we encourage customers to report it immediately to their financial institution, as

major payment card companies have rules that restrict them from requiring payment for fraudulent charges that are promptly reported.

Out of an abundance of caution, we will be integrating an interim payment processing partner with our system in the coming days. As a result, all card payments on any of the Herff Jones websites will be managed externally by this payment processing partner once in place, and no payment card information will enter our environment in order to help ensure safe transactions until we have completed the investigation. We will update you when this transition is complete.

Below my signature, you will also find a Q&A document to help you have a better understanding of the situation.

We appreciate our continued partnership with you, and we want to again apologize to you and the students who have been impacted by this situation.

Best,

Patrick

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Q&A FOR COLLEGES

- **I heard there has been fraud traced back to Herff Jones. Is that true?**

Herff Jones has become aware that we have been the victim of a cyber-attack and that there are reports of possible fraudulent activity on customers' personal payment card accounts. We take any situation which could compromise customer data very seriously. This incident is being thoroughly investigated by our internal and third-party security experts, who have taken immediate and appropriate actions to reinforce existing security measures and to mitigate its potential impact as well as determine its origins. We have hardened our system and eliminated unauthorized access to payment card information within our systems. We are also working with the appropriate authorities and law enforcement to gather as much information as we can.

- **What are you doing about it?**

We take any situation which could compromise customer data very seriously. This incident is being thoroughly investigated by our internal and third-party security experts, who have taken immediate and appropriate actions to reinforce existing security measures and to mitigate its potential impact as well as determine its origins. We have hardened our system and eliminated unauthorized access to payment card information within our systems. We are also working with the appropriate authorities and law enforcement to gather as much information as we can.

Out of an abundance of caution, the payment functions on each of Herff Jones' webpages have been temporarily taken down as part of this investigation. **To help our customers who are preparing for their upcoming graduation ceremonies, we have created a solution so that students are still able to place orders without submitting payment information at this time.** Orders can be placed on our webpages and customers will be invoiced at a later date on the following websites (NOTE: No orders are currently being accepted on any other Herff Jones website):

- College Grad
- Faculty Direct
- College Rings
- Framing Success
- HJ Greek
- Medical Societies
- Secom
- YBOC

We will be invoicing customers who utilize this temporary 'bill me later' process as soon as we can. Our priority is fulfilling customer orders.

Additionally, to help our customers who continue to promote yearbook sales and/or conduct yearbook distributions, we remain able to process books sales for students and families via e-check payment.

We sincerely apologize to those impacted. We are sharing as much information as we have right now with school partners, but don't currently have enough information to notify individual customers. We are working diligently to determine which individuals were impacted, and when we have that information, rest assured we will contact those individual customers in a timely manner.

In the meantime, we have a customer service team that is dedicated to assist both institutional and individual customers on this specific issue. This team is available by calling **855-535-1795** between 9 a.m. and 9 p.m. EDT Monday through Friday. All non-cyber-attack related questions should be directed to Herff Jones' main customer service team at 800-837-4235. We are still encouraging our customers to be vigilant in monitoring their payment card account statements and credit reports for instances of unauthorized activity.

Out of an abundance of caution, we will be adding an interim payment processing partner to our system in the coming days. As a result, all payments on any of the Herff Jones websites will now be managed by this payment processing partner until further notice, and no payment card information will enter our environment in order to help ensure safe transactions until we have completed the investigation. We will update you when this transition is complete. Until that has been stood up, we removed the payment option from Order Manager. We also removed the "pay later" feature from the Yearbook Order Center and the Online Ad Creator. Payments received through the sales partner terminal will continue to be processed as normal.

- **What should I tell my students?**

We have a customer service team that is dedicated to assist both institutional and individual customers on this specific issue. This team is available by calling **855-535-1795** between 9 a.m. and 9

p.m. EDT Monday through Friday. All non-cyber-attack related questions should be directed to Herff Jones' main customer service team at 800-837-4235.

We encourage customers to continue monitoring their payment card account statements and credit reports for instances of unauthorized activity. If any suspicious or unusual activity is discovered, we encourage customers to report it immediately to their financial institution, as major payment card companies have rules that restrict them from requiring payment for fraudulent charges that are promptly reported.

- **When will you have updates?**

We sincerely apologize to those impacted. We don't currently have enough information to notify individual customers. We are working diligently to determine which individuals were impacted, and when we have that information, rest assured we will contact those individual customers in a timely manner. As we continue the investigation, we will notify you of significant updates in the situation as necessary.