



Return Mail Processing Center
P.O. Box 6336
Portland, OR 97228-6336

<<mail id>>
<<First Name>> <<Last Name>>
<<Street Address>>
<<City>><<State>><<Zip>>

<<Date>>

Re: Notice of a Data Breach

Dear <<First Name>> <<Last Name>>:

What Happened?

On Saturday, May 21, 2016, Glu Mobile learned that the day before, Friday, May 20, 2016, a Glu employee was targeted by an email “spear phishing” scam in which a cyber-criminal impersonated me and requested that 2015 IRS Forms W-2 information be uploaded to a website. Believing the email to be legitimate, the employee uploaded the data for most employees who received a W2 from Glu in 2015 – mine included. The data included each of our name, address, Social Security number, and 2015 earnings information. We promptly notified the FBI, the IRS and state taxing authorities of the incident.

What Information Was Involved?

The information involved in this incident included the names, addresses, Social Security numbers, and earnings information for most Glu Mobile employees who were issued a W-2 for the 2015 tax year.

What We Are Doing.

We recognize this issue can be extremely frustrating and we are taking steps to help protect you and to safeguard the personal information we receive and maintain going forward. We have partnered with LifeLock® to provide its UltimatePlus™ identity theft protection product for three (3) years at no charge to you. This is the highest level of identity theft protection services offered by LifeLock. A description of this product, as well as additional information on how to prevent identity theft, is provided in the attached material, which also contains instructions about how to enroll. You must complete the enrollment process by June 30, 2016. We urge you to consider enrolling in this product, at our expense.

What You Can Do.

In addition to enrolling in the three-year complimentary LifeLock UltimatePlus product, there are actions you can take to mitigate the chances of fraud or identity theft. Additional information about preventing identity theft is included with this letter.

For More Information.

We deeply regret any concern this may cause you. We are aggressively analyzing where process improvements are needed and will implement those changes as quickly as we can to help prevent any similar accident from occurring in the future. Should you have further questions regarding this incident, you may call 877-846-7856, Monday through Friday, 6:00 a.m. to 6:00 p.m. Pacific Time.

Sincerely,

A handwritten signature in black ink, appearing to read 'Niccolo De Masi', with a stylized, cursive script.

Niccolo De Masi
Chairman & CEO

Glu Mobile has retained LifeLock® to offer you three years of complimentary LifeLock UltimatePlus™ identity theft protection

There are two methods to enroll in order to begin protecting yourself immediately at no cost to you:

Option 1: Via Web: <http://www.lifelock.com>

Step 1:

Click on Login

Click on Enroll (just below Username/Password)

At the bottom of the page add this Promo Code: [REDACTED]

Add Membership ID

Membership ID: FIRSTNAMELASTNAMEZIPCODE (Example: Chris Smith would be CHRISSMITH12345)

Note: Your zip code is the first 5 Numbers of the Zip code Glu has on file.

Cost should display \$0. Click on the Start Your Membership button.

Step 2:

The system will request personal information for you to fill out. Follow the prompts.

Note: You can use your work or personal email – it is up to you.

Step 3: Place Order

Step 4: Identification Verification Quiz

- You will be asked 4 questions.

Step 5: You will receive an email to set your username and password. Click on the link to set your password.

Option 2: By Phone: (800) 899-0180

You may call to sign up or request technical support – Agents are available 24x7

Refer to Promo Code: [REDACTED] and your Membership ID (listed above)

LifeLock's specialized team of telephone representatives are available 24 hours a day, seven days a week to answer any questions you may have regarding the recent incident.

You will have until June 30, 2016 to enroll in this service.

Once you have completed the LifeLock enrollment process, the services will be in effect immediately. Your LifeLock UltimatePlus membership includes:

- | | |
|---|---|
| ✓ LifeLock Identity Alert® System | ✓ Bank Account Takeover Alerts |
| ✓ Checking and Savings Account Application Alerts | ✓ Credit Card, Checking and Savings Account Activity Alerts |
| ✓ Investment Account Activity Alerts | ✓ Black Market Website Surveillance |
| ✓ Data Breach Notification | ✓ Credit Inquiry Alerts |
| ✓ Online Annual Credit Reports | ✓ Online Annual Credit Scores |
| ✓ Monthly Credit Score Tracking | ✓ File-Sharing Network Searches |
| ✓ Fictitious Identity Monitoring | ✓ Court Records Scanning |
| ✓ Sex Offender Registry Reports | ✓ Address Change Verification |
| ✓ Lost Wallet Protection | ✓ Reduced Pre-Approved Credit Card Offers |
| ✓ Priority Live Member Support 24/7/365 | |
| ✓ Certified Resolution Support | |

LifeLock backs up its services with its \$1 Million Total Service Guarantee. (Guarantee applies only if you become a victim of identity theft because of a failure in LifeLock® service. Other restrictions apply. See the attached document regarding LifeLock UltimatePlus or go to www.lifelock.com for additional details.)

INFORMATION ABOUT PREVENTING IDENTITY THEFT

Even if you choose not to take advantage of the identity theft protection services we are offering, we recommend that you remain vigilant to the possibility of fraud and identity theft by reviewing your credit card, bank, and other financial statements for any unauthorized activity. You may also obtain a copy of your credit report, free of charge, directly from each of the three nationwide credit reporting agencies once every 12 months. To order your credit report, please visit www.annualcreditreport.com or call toll free at 1-877-322-8228. Contact information for the three nationwide credit reporting agencies is as follows:

Equifax

P.O. Box 740241
Atlanta, GA 30374
www.equifax.com
(800) 685-1111

Experian

P.O. Box 2002
Allen, TX 75013
www.experian.com
(888) 397-3742

TransUnion

P.O. Box 2000
Chester, PA 19016
www.transunion.com
(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 contact the Federal Trade Commission and/or the Office of the Attorney General in your home 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
600 Pennsylvania Avenue, NW
Washington, DC 20580
www.ftc.gov/idtheft
(877) 438-4338

Fraud Alerts: There are also two types of fraud alerts that you can place on your credit report to put your creditors on notice that you may be a victim of fraud: an initial alert and an extended alert. You may ask that an initial fraud alert be placed on your credit report if you suspect you have been, or are about to be, a victim of identity theft. An initial fraud alert stays on your credit report for at least 90 days. You may have an extended alert placed on your credit report if you have already been a victim of identity theft with the appropriate documentary proof. An extended fraud alert stays on your credit report for seven years. You can place a fraud alert on your credit report by calling the toll-free fraud number of any of the three national credit reporting agencies listed below.

Equifax: 1-888-766-0008, www.equifax.com
Experian: 1-888-397-3742, www.experian.com
TransUnion: 1-800-680-7289, fraud.transunion.com

Credit Freezes: You may have the right to put a credit freeze, also known as a security freeze, on your credit file, so that no new credit can be opened in your name without the use of a PIN number that is issued to you when you initiate a freeze. A credit freeze is designed to prevent potential credit grantors from accessing your credit report without your consent. If you place a credit freeze, potential creditors and other third parties will not be able to get access to your credit report unless you temporarily lift the freeze. Therefore, using a credit freeze may delay your ability to obtain credit. In addition, you may incur fees to place, lift and/or remove a credit freeze. Credit freeze laws vary from state to state. The cost of placing, temporarily lifting, and removing a credit freeze also varies by state, generally \$5 to \$20 per action at each credit reporting company. *Unlike a fraud alert, you must separately place a credit freeze on your credit file at each credit reporting company.* Since the instructions for how to establish a credit freeze differ from state to state, please contact the three major credit reporting companies as specified below to find out more information:

Equifax Security Freeze: P.O. Box 105788, Atlanta, GA 30348, www.equifax.com
Experian Security Freeze: P.O. Box 9554, Allen, TX 75013, www.experian.com
TransUnion Security Freeze: P.O. Box 2000, Chester, PA, 19022-2000, freeze.transunion.com

You can obtain more information about fraud alerts and credit freezes by contacting the FTC or one of the national credit reporting agencies listed above.

IRS Contact Information: While we have notified the IRS of the incident, if you would like to contact the IRS directly, you can do so by calling the IRS at (800) 908-4490.

FACT SHEET

LIFELock ULTIMATE PLUS



LifeLock Ultimate Plus™ service is the most complete identity theft protection LifeLock has ever offered and the most comprehensive protection you can get. You'll get identity threat alerts, bank account takeover alerts and notifications for credit card transactions, even changes to your retirement accounts.† Also includes credit reports and scores.

1-800-LifeLock

LifeLock.com

Benefits of LifeLock Ultimate Plus

🔒 LifeLock Identity Alert® System

Actionable alerts are sent in near real time as soon as LifeLock detects your Social Security number, name, address or date of birth in applications for credit and services within our extensive network.† We monitor over a trillion data points, including those for new credit cards, wireless services, retail credit, mortgages, auto and payday loans. You can choose alerts by text, phone or email and respond immediately to confirm if the activity is fraudulent with our proprietary Not Me® verification technology.†

🔒 Bank Account Takeover Alerts

Monitors existing checking and savings accounts for unauthorized changes to personal information. Informs of changes to account contact information or attempts to add new account holders to existing accounts.†

🔒 Checking and Savings Account Application Alerts

Continuously searches for your personal information in new bank account applications at national banks, local banks and credit unions from coast to coast.†

🔒 Credit Card, Checking and Savings Account Activity Alerts

Review your credit card, checking and savings account activity in one secure place. Receive alerts for cash withdrawals, balance transfers and large purchases to help detect fraudulent activity.†

🔒 Investment Account Activity Alerts

Review your investment account activity in one secure place. Receive alerts for cash withdrawals and balance transfers to help detect fraudulent activity.†

🔒 Black Market Website Surveillance

Identity thieves illegally buy, sell and trade personal information on black market Internet sites around the world. LifeLock patrols over 10,000 criminal websites and notifies you if your private data is found.

🔒 Data Breach Notification

Whether it is the result of internet hackers or careless humans, breaches of confidential information happen at companies, offices and stores where you shop. LifeLock informs you of publicly reported larger scale security breaches and stolen credential events so you can take action to protect your personal information.

About LifeLock

LifeLock is the leader in identity theft protection services. Unlike a bank, a credit card company or a credit bureau, our focus is on protecting your identity – to help keep you safer in an always connected world.

3 Layers of Protection

🔍 DETECT

We're searching over a trillion data points every day looking for potential threats to your identity.

🚨 ALERT

With the patented LifeLock Identity Alert® system, as soon as we detect a threat to your identity, you'll be notified by text, phone or email, to help stop thieves before they can do damage to your identity.

🔧 RESTORE

If you do become a victim, our U.S. based Certified Resolution Specialists are available 24/7 to handle your case every step of the way.

(Continued on reverse)

1-800-LifeLock | LifeLock.com

†Network does not cover all transactions

Benefits of LifeLock Ultimate Plus (cont.)

✔ Credit Inquiry Alerts

Issues alerts for merchant and lender inquiries being made against your credit file so you can act quickly to resolve activity if fraudulent.

✔ Online Annual Credit Reports

Receive online access to annual credit reports from all three primary bureaus - Equifax, TransUnion and Experian. Allows you to see the details of your credit history.

✔ Online Annual Credit Scores

Receive online access to annual credit scores from all three primary bureaus - Equifax, TransUnion and Experian. Better understand your credit worthiness with a list of top factors used in determining your score.

✔ Monthly Credit Score Tracking

Monthly single-bureau credit score tracker helps you identify important changes and see how your credit is trending over time.

✔ File-Sharing Network Searches

Actively monitors music, photo and data file-sharing networks for exposure of your personal information such as your name, Social Security number, date of birth or contact information — whether intentionally or inadvertently.

✔ Fictitious Identity Monitoring

Scans for names and addresses associated with your Social Security number in public and credit record sources such as credit grantors, state agencies, and collection agencies to help determine if criminals are building fictitious identities to open accounts or commit fraud.

✔ Court Records Scanning

Monthly court record checks for matches of your name and date of birth to criminal activity that helps protect you from being falsely associated with arrests and convictions.

✔ Sex Offender Registry Reports

Notifies you when sex offenders have moved into your zip code as well as compiles a report to determine if a sex offender has listed your address to avoid detection.

✔ Address Change Verification

Mail containing financial information is vulnerable to identity thieves who may attempt to divert it. LifeLock monitors change of address requests and notifies you when they detect your personal information.

✔ Lost Wallet Protection

A lost or stolen wallet can leave you stranded. If your wallet goes missing, just call—anytime, anywhere—and LifeLock will help cancel or replace the contents, helping you stop fraudulent charges so you can get back on your way. Coverage includes: credit and debit cards, driver's licenses, Social Security cards, insurance cards, checkbooks and travelers checks (pictures, cash and cash equivalents excluded).

✔ Reduced Pre-Approved Credit Card Offers

LifeLock requests that your name be removed from many pre-approved credit card mailing lists, an important information source for identity thieves.

✔ Priority Live Member Support 24/7/365

Get to the front of the line and speak with a U.S. based Member Services Agent who is available to help 24 hours a day, 7 days a week, 365 days a year. You can also access your LifeLock account online at LifeLock.com.

✔ \$1 Million Total Service Guarantee

As a LifeLock member, if you become a victim of identity theft, LifeLock will spend up to \$1 million to hire experts, lawyers, investigators, consultants and necessary professionals to help your recovery.†

✔ Certified Resolution Support

A Certified Resolution Specialist will personally handle your case and help restore your identity in case of a fraudulent event. These specialists are Fair Credit Report Act (FCRA) certified and trained on federal legislation, national credit repository guidelines and consumer rights.

Available with an adult membership:

LIFELock JUNIOR PROTECTION



A child's clean and unmonitored credit file is a gold mine for identity thieves. With a combination of advanced monitoring features uniquely designed for children, LifeLock Junior™ protection helps proactively safeguard their personal information.

1-800-LifeLock | LifeLock.com



†LifeLock does not cover all transactions.

††This guarantee applies to the Service. Excludes all purchases under a Money Transfer or Policy credit agreement. State law may limit coverage. Coverage. As this is only a summary, please visit the actual policy for applicable terms and restrictions at LifeLock.com/legal.