

A Message from Martha May & Ed Buccino



Chief People Officer



Chief Information Officer

As part of our commitment to keeping you informed, we wanted to reach out to you with an update on the incident and the resources we are providing you with.

On May 24, 2024, Varsity Brands identified unusual activity on our systems. Upon detection, we promptly took steps to stop the activity and took certain systems offline. An investigation was launched with assistance from external cybersecurity experts. We also notified law enforcement.

After shutting down the unusual activity, we determined that an unauthorized third party obtained a small subset of company files. Following an investigation to assess the nature, scope, and impact of the incident, we now understand that the unauthorized third party accessed files containing sensitive personal information of some of our employees and, in a limited number of instances, of their relatives, dependents, or beneficiaries.

To alleviate employee concerns, we are providing all employees with two years of complimentary credit monitoring and identity theft protection services from TransUnion.

You will be receiving a letter via the U.S. Postal Service, mailed on or about October 14, 2024, which will provide more details about what, if any, specific information was involved, and the resources Varsity Brands is offering to support you.

Data reviews of this nature take time, and we took care to ensure the investigation was conducted in a thorough and thoughtful manner. Once we determined the scope of potentially impacted information, we promptly began working to send notices to individuals whose sensitive personal information appears to have been impacted.

Unfortunately, incidents like this are growing increasingly commonplace. While at this time we are not aware of any evidence that personal information has been misused as a result of this incident, it is always a good idea to remain vigilant against threats of identity theft or fraud and to regularly review and monitor your account statements and credit history for any signs of unauthorized transactions or activity. If you ever suspect that you are the victim of identity theft or fraud, you can contact your local police. Additional information about how to protect your identity will be included in the coming email.

At Varsity Brands, we value every one of our employees and we share your frustration and disappointment in this news. The protection of your information is very important to us. The leadership team is committed to supporting you and we are taking additional steps to provide you with the necessary resources to continue to protect your information.

We recognize that you may have questions as a result of this update. We have set up a dedicated toll-free call center that is open for you to call Monday through Friday 8 a.m. to 8 p.m. ET (excluding major U.S. holidays) at [1-844-428-0839](tel:1-844-428-0839) to help you with credit monitoring and identity theft protection services.

Sincerely,



Martha May
Chief People Officer



Ed Buccino
Chief Information Officer



VARSITY BRANDS PROPRIETARY & CONFIDENTIAL

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