

STATEMENT FROM AVID LIFE MEDIA, INC. JULY 20 – 12:25PM

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We were recently made aware of an attempt by an unauthorized party to gain access to our systems. We apologize for this unprovoked and criminal intrusion into our customers' information. We have always had the confidentiality of our customers' information foremost in our minds, and have had stringent security measures in place, including working with leading IT vendors from around the world.

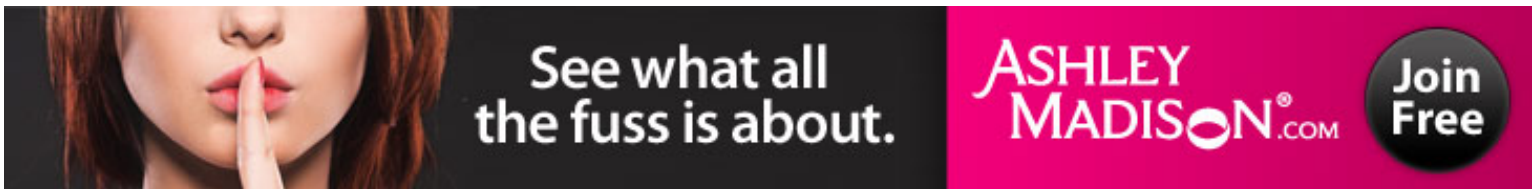
At this time, we have been able to secure our sites, and close the unauthorized access points. We are working with law enforcement agencies, which are investigating this criminal act. Any and all parties responsible for this act of cyber-terrorism will be held responsible. Using the Digital Millennium Copyright Act (DMCA), our team has now successfully removed the posts related to this incident as well as all Personally Identifiable Information (PII) about our users published online.

Contrary to current media reports, and based on accusations posted online by a cyber criminal, the "paid-delete" option offered by AshleyMadison.com does in fact remove all information related to a member's profile and communications activity. The process involves a hard-delete of a requesting user's profile, including the removal of posted pictures and all messages sent to other system users' email boxes. This option was developed due to specific member requests for just such a service, and designed based on their feedback.

As our customers' privacy is of the utmost concern to us, we are now offering our full-delete option free to any member, in light of today's news.

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Please direct all media inquiries to media@ashleymadison.com



Anthony Macri

Anthony Neal Macri is the Director of Social Media for AshleyMadison.com. His expertise lies in digital marketing, online dating, entrepreneurship, and social media.



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