

EXHIBIT A

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March 10, 2017

File Number: 12RA-228908

VIA FIRST CLASS CERTIFIED MAIL

To: All "Appropriate" Federal and State Officials Per 28 U.S.C. § 1715
(see attached distribution list)

Re: CAFA Notice for the Proposed Settlement in *James Knapp v. Art.com, Inc.*, Case No. 16-cv-00768-WHO in the United States District Court, Northern District of California.

Ladies and Gentlemen:

Pursuant to Section 3 of the Class Action Fairness Act ("CAFA"), 28 U.S.C. § 1715, Defendant Art.com, Inc. ("Defendant" or "Art.com") hereby notifies you of the proposed settlement of the above-captioned action (the "Action") currently pending in the United States District Court for the Northern District of California (the "Court").

In the Action, Plaintiffs allege that Art.com violated consumer protections laws by offering perpetual sales on its e-commerce websites such that Art.com's advertised sales prices were actually the price at which Art.com regularly offered for sale, and sold its merchandise. Art.com has denied and continues to deny any wrongdoing whatsoever and asserts that its advertising was truthful and consistent with the law. Art.com is entering into this settlement to avoid burdensome and costly litigation. The settlement is not an admission of wrongdoing.

Counsel for Plaintiffs and counsel for Defendant engaged in arms-length negotiations with the assistance of an experienced mediator, David A. Rotman, Esq., concerning a possible settlement. These negotiations led to the parties executing a Settlement Agreement and Release of Claims and Rights ("Settlement Agreement"). On March 2, 2017, Plaintiffs filed a motion for preliminary approval of the proposed class settlement with the Court.

28 U.S.C. § 1715(b) lists eight items that must be provided to you in connection with any proposed class action settlement. Each of these items is addressed below:

1. 28 U.S.C. § 1715 (b)(1) - a copy of the complaint and any materials filed with the complaint and any amended complaints.

The Complaint and First Amended Complaint are provided in electronic form on the enclosed CD as Exhibit A.

2. 28 U.S.C. § 1715 (b)(2) - notice of any scheduled judicial hearing in the class action.

The Court has scheduled hearing for preliminary approval of the Settlement Agreement on April 12, 2017 at 2:00 p.m. The hearing will be held before Judge William H. Orrick at the United States District Court, Northern District of California, 450 Golden Gate Ave., San

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Francisco, CA 94102, in Courtroom 2. The Court has not yet scheduled a final approval hearing in the Action, and no other hearings are currently scheduled in this Action.

3. 28 U.S.C. § 1715(b)(3) - any proposed or final notification to class members.

A copy of the proposed notice of settlement that will be provided to class members by first-class mail and will be available on the website created for the administration of this matter is provided on the enclosed CD as Exhibit B. This Notice describes the class member's right to exclude themselves from the class. Also included in Exhibit C is the proposed Summary Publication to be published.

4. 28 U.S.C. § 1715(b)(4) - any proposed or final class action settlement.

The proposed class action settlement is set forth in the Settlement Agreement (with exhibits), a copy of which is provided on the enclosed CD as Exhibit D.

5. 28 U.S.C. § 1715(b)(5) - any settlement or other agreement contemporaneously made between class counsel and counsel for defendants.

There are no other settlements or other agreements between class counsel and counsel for Defendant beyond what is set forth in the Settlement Agreement.

6. 28 U.S.C. § 1715(b)(6) - any final judgment or notice of dismissal.

There has been no final judgment or notice of dismissal. Accordingly, no such document is presently available. A copy of a proposed order and final judgment of dismissal with prejudice has been tendered to the Court, and is provided on the enclosed CD as Exhibit E.

7. 28 U.S.C. § 1715(b)(7) – (A) If feasible, the names of class members who reside in each State and the estimated proportionate share of the claims of such members to the entire settlement to that State's appropriate State official; or (B) if the provision of the information under subparagraph (A) is not feasible, a reasonable estimate of the number of class members residing in each State and the estimated proportionate share of the claims of such members to the entire settlement.

The definition of the class in the Settlement Agreement includes "all persons, who between February 12, 2012, to June 9, 2016, purchased any product from Art.com through the e-commerce websites www.art.com, www.posters.com, and/or www.allposters.com, pursuant to a site-wide, all products sale by entering a coupon code, and whose product was shipped to an address in the United States. At this time, it is not feasible to provide a list of all class members by state of residence. Consequently, Art.com's estimate of the number of class members residing in each state must necessarily take the form of an estimate of the proportion of the entire class that likely resides in that state. Art.com currently estimates that approximately 2,055,042 individuals potentially fit the proposed settlement class definition. Art.com reasonably believes that, in light of the nationwide distribution of the products at issue, it is probable that the proportion of class members in each state, and the benefits they will receive, is roughly the same as that state's share of the overall national population.

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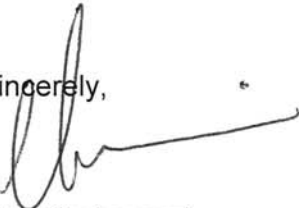
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8. 28 U.S.C. § 1715(b)(8) - any written judicial opinion relating to the materials described in 28 U.S.C. § 1715(b) subparagraphs (3) through (6).

There are no written judicial opinions relating to the materials described in 28 U.S.C. § 1715(b) subparagraphs (3) through (6) at this time.

If you have any questions about this notice, the Action, or the enclosed materials, please contact the undersigned counsel for Defendant listed below.

Sincerely,

A handwritten signature in black ink, appearing to read 'Moe Keshavarzi', with a long horizontal stroke extending to the right.

Moe Keshavarzi
for SHEPPARD, MULLIN, RICHTER & HAMPTON LLP

SMRH:481697099.1

Enclosure