

Forum:[Hack Forums](#)

Thread: [My company appears in articles of NYTimes, Guardian, NBC and more!](#)

Under The Breach - February 20, 2020, 5:09 am

First we broke the news to ZDNet and together with their editors we published this article:

<https://www.zdnet.com/article/exclusive-details-of-10-6-million-of-mgm-hotel-guests-posted-on-a-hacking-forum/>

then I got approached by several other journalists from NYTimes, Guardian and NBC and my company also appears in these articles:

1. <https://www.nytimes.com/2020/02/19/us/mgm-data-breach.html>

2. <https://www.theguardian.com/technology/2020/feb/19/mgm-resorts-hotel-hack-data-breach>

3. https://www.nbcnews.com/news/us-news/mgm-hack-exposes-data-10-million-including-government-officials-n1139336?cid=sm_npd_nn_fb_ma

4. <https://www.cnbc.com/2020/02/20/mgm-data-breach-5-things-you-should-do-if-you-were-affected.html>
?

Dhoroty - February 20, 2020, 5:12 am

This is what I call good marketing!

Good work, and also good articles!

Luca - February 20, 2020, 5:17 am

Wow. I remember when you posted the thread about taking UTB seriously again and it's really paid off hasn't it?

Dhoroty - February 20, 2020, 5:21 am

Can I ask, you contacted those mediums, or they contacted you? And if the second, where do they saw your posts? Did you advertised them somewhere? (don't tell where, just if you do or not)

Under The Breach - February 20, 2020, 5:37 am

(Feb 20, 2020 06:17 AM)LukaNo007 Wrote: [\[CITE\]](#) Wow. I remember when you posted the thread about taking UTB seriously again and it's really paid off hasn't it?

Hasn't paid off yet, but hopefully if the service we're offering gets clients it will pay off :)

(Feb 20, 2020 06:21 AM)Dhoroty Wrote: [\[CITE\]](#) Can I ask, you contacted those mediums, or they contacted you? And if the second, where do they saw your posts? Did you advertised them somewhere? (don't tell where, just if you do or not)

They contacted me after I published the news article with ZDNet, I approached ZDNet as I am in contact with their journalist

Exe - February 20, 2020, 5:45 am

Damn man congrats! you on the come up

SIM-3205632 - February 20, 2020, 5:52 am

Not too sure about what this is but goodluck to you.

V?rt - February 20, 2020, 6:29 am

That's mass marketing right there. Congratulations man! If that's not a way to get your foot in the door then i don't know what is

Under The Breach - February 21, 2020, 6:50 am

(Feb 20, 2020 07:29 AM)V?rt Wrote: [\[CITE\]](#) That's mass marketing right there. Congratulations man! If that's not a way to get your foot in the door then i don't know what is
Haha yea hope it will help :)

Dhoroty - February 21, 2020, 6:52 am

(Feb 21, 2020 07:50 AM)Under The Breach Wrote: [\[CITE\]](#) Haha yea hope it will help :)
Good marketing always helps :) With good content (like yours) it helps a lot!

Under The Breach - March 11, 2020, 5:32 am

(Feb 21, 2020 07:52 AM)Dhoroty Wrote: [\[CITE\]](#) Good marketing always helps :) With good content (like yours) it helps a lot!
Must have missed your comment

All in all the publicity helped me but it isn't as big as some might think here

in essence it allows me to be able to have my clients google my brand name and find articles from credible sources which is good but definitely not everything, you need a good product, good management, good PR, good employees...