

Midwest Supplies, LLC - 1955 County Rd C2 W - Roseville, MN 55113

August 31, 2013

[Recipient]
[Address 1]
[Address 2]
[City] [State] [Zip]

Regarding your credit card account(s):
[Last 4 digits of card number]

Dear Fellow Homebrewer,

We're writing to tell you that it's possible that the credit card you used at Midwest Supplies on [Month, Day, Year] might have been compromised at that time. Despite our best efforts, the security of our website was breached by an outside party. Your credit card information might have been improperly viewed including your name, address, email address, telephone number, credit card number, expiration date and security code.

As soon as we discovered the breach, we took immediate measures to resolve the situation and are satisfied that it is, in fact, resolved. We conducted a full investigation and have taken extensive steps to prevent it from happening again.

You should carefully monitor your monthly credit card statements for unusual charges. Be advised that if you see charges that you believe are suspect, you should immediately contact your credit card company directly. For additional information about how to protect yourself in situations such as these, please see the other side of this letter.

We know that this situation is inconvenient and creates unnecessary worry and concern. Feel free to call us directly at 1-888-449-2739 if you have any questions.

In the meantime we'd like to offer you our sincere apologies. We take privacy and security very seriously.

We've spent many years working to earn your trust and loyalty. And we recognize that an attack on us like this can undermine that trust. As one homebrewer to another, you can rest assured that we won't rest until you've brewed your best. Let's help you do just that ... please accept this \$25 coupon, reference code [SY-XXXXXX] as a gesture of apology for the inconvenience you might have experienced.



David Kidd
President

Additional Information and U.S. State Notification Requirements

There are a number of steps you should consider to guard against identity theft.

Review Your Account Statements and Credit Report: It is recommended that you remain vigilant for incidents of fraud and identity theft by regularly reviewing your account statements and monitoring your credit reports. Report any fraudulent transactions to the creditor or credit reporting agency from whom you received the statement or report. You may obtain a free copy of your credit report from each credit reporting agency once every 12 months, whether or not you suspect any unauthorized activity on your account, by visiting <https://www.annualcreditreport.com>, calling toll-free 877-322-8228, or by completing an Annual Credit Report Request Form available at that website and mailing it to: Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA 30348-5281. You may also purchase a copy of your credit report at any time by contacting any one or more of the national credit reporting agencies listed below.

| | | |
|---|---|---|
| Equifax P.O. Box 740241 Atlanta, Georgia 30374 www.equifax.com 1-800-685-1111 Credit Reports 1-888-766-0008 Fraud Alert 1-800-685-1111 Security Freeze | Experian P.O. Box 2002 Allen, TX 75013 www.experian.com 1-888-397-3742 Credit Reports 1-888-397-3742 Fraud Alert 1-888-397-3742 Security Freeze | TransUnion (FVAD) P.O. Box 105281 Atlanta, GA 30348-5281 www.transunion.com 1-800-888-4213 Credit Reports 1-800-680-7289 Fraud Alert 1-800-680-7289 Security Freeze |
|---|---|---|

Federal Trade Commission and State Resources: General guidance on protecting yourself from identify theft is available from the Federal Trade Commission, Consumer Response Center, 600 Pennsylvania Ave. NW, Washington D.C. 20580, by phone at 877-ID-THEFT (438-4338), and/or from the FTC website at <http://www.ftc.gov/bcp/edu/microsites/idtheft>. In many states, additional information is also available from your state's Attorney General's Office.

Fraud Alerts and Security Freezes: You may obtain information about fraud alerts and security freezes (also referred to as credit freezes), including how to place a fraud alert or security freeze, from the Federal Trade Commission or credit reporting agencies at the contact information provided above. However, be aware that a fraud alert or security freeze may interfere with or delay legitimate requests for credit approval.

For residents of Iowa:

State law advises you to report any suspected identity theft to law enforcement or to the Attorney General.

For residents of Oregon:

State law advises you to report any suspected identity theft to law enforcement, as well as the Federal Trade Commission.

For residents of Maryland and North Carolina:

You can obtain information from the Maryland and North Carolina Offices of the Attorney General about steps you can take to avoid identity theft.

Maryland Office of the Attorney General
Consumer Protection Division
200 St. Paul Place
Baltimore, MD 21202
1-888-743-0023
www.oag.state.md.us

North Carolina Office of the Attorney General
Consumer Protection Division
9001 Mail Service Center
Raleigh, NC 27699-9001
1-877-566-7226
www.ncdoj.com