

Gingerbread Shed Corporation
918 S. Mill Ave., Tempe, AZ 85281

May 5, 2014



##A0740-I.V1-0123456 T-0001 *****3-DIGIT 159

SAMPLE A SAMPLE

APT ABC

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ANYTOWN, US 12345-6789



Dear Sample A Sample:

We are writing to notify you that as a result of an incident by an unauthorized third party, your personal information may have been compromised. Specifically, we have learned that an unauthorized third party may have obtained access to the personal information of our customers, which may have included names, addresses, telephone numbers, e-mail addresses, credit card information, and the user names and passwords for our website's accounts. The incident was limited to the time period between late November 2013 to mid-February 2014, and discovered in approximately April 2014.

We take this matter very seriously and apologize for any inconvenience caused. Upon learning of the incident, we immediately began a forensic investigation to determine the extent of the criminal conduct. Further, we notified law enforcement officials and intend to work closely with them in the investigation. In addition, we have deployed additional security procedures to prevent future attacks.

We have established a confidential assistance line so you can contact us should you have any questions regarding the incident or the contents of this letter. This confidential assistance line is staffed with professionals familiar with this incident and is operational Monday through Friday, 9:00 a.m. to 7:00 p.m. EST. The contact information is, toll-free, (866) 597-8199. The reference number for this matter is 5474042814.

There are certain steps you can take to protect against potential fraudulent activity. You are entitled to obtain a copy of your credit report, free of charge. A credit report contains information about your credit history and the status of your credit accounts. Your credit report could alert you to fraudulent activity being carried on in your name by an identity thief. Please remain vigilant for incidents of fraud and identity theft by reviewing all of your account statements and monitoring your free credit reports by contacting any one of the national consumer reporting agencies set forth below.

The agencies can also provide you with information on how to place a fraud alert or security freeze on your account. A security freeze prohibits a credit reporting agency from releasing any information from a consumer's credit report without written authorization. However, please be aware that placing a security freeze on your credit report may delay, interfere with, or prevent the timely approval of any requests you make for new loans, credit mortgages, employment, housing or other services. If you have been the victim of identity theft, and you provide the credit reporting agency with a valid police report, it cannot charge you to place, lift, or remove a security freeze. In all other cases, a credit reporting agency may charge you up to \$5.00 each to place, temporarily lift, or permanently remove a security freeze. In order to request a security freeze, you will need to provide the following information: Full name, social security number, date of birth, addresses of residence for the past five years, proof of current address, legible photocopy of a government-issued identification card, copy of police report or other law enforcement complaint or report (if the victim of identity theft), and payment by check, money order, or credit card (if not a victim of identity theft).

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Equifax
 P.O. Box 740241
 Atlanta, GA 30348
 1-800-685-1111
www.equifax.com

Experian
 P.O. Box 2104
 Allen, TX 75013
 1-888-397-3742
www.experian.com

TransUnion
 Consumer Relations & Fraud Victim
 Assistance
 1561 E. Orangethorpe Ave.
 Fullerton, CA 92831
 1-800-372-8391
www.transunion.com

RESIDENTS OF CALIFORNIA: For more information on identity theft, we suggest that you visit the website of the California Office of Privacy Protection at www.privacy.ca.gov.

RESIDENTS OF ILLINOIS: State law advises you to obtain information from the Federal Trade Commission, as well as the above-listed consumer reporting agencies, about fraud alerts and security freezes.

Federal Trade Commission
 Bureau of Consumer Protection
 600 Pennsylvania Ave. NW
 Washington, D.C. 20580
 1-877-IDTHEFT (1-877-438-4338)
www.consumer.ftc.gov

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

RESIDENTS OF MARYLAND: You can obtain information from the Federal Trade Commission and the Office of the Attorney General about steps you can take to prevent 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

Federal Trade Commission
 Bureau of Consumer Protection
 600 Pennsylvania Ave. NW
 Washington, D.C. 20580
 1-877-IDTHEFT (1-877-438-4338)
www.consumer.ftc.gov

RESIDENTS OF NORTH CAROLINA: You can obtain information from the North Carolina Office of the Attorney General and the Federal Trade Commission about steps you can take to prevent identity theft.

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

Federal Trade Commission
 Bureau of Consumer Protection
 600 Pennsylvania Ave. NW
 Washington, D.C. 20580
 1-877-IDTHEFT (1-877-438-4338)
www.consumer.ftc.gov

RESIDENTS OF OREGON: State law advises you to report any suspected identity theft to law enforcement, including the Federal Trade Commission.

We remain committed to protecting your personal information. We again sincerely apologize for any inconvenience caused by this incident. We are undertaking measures to further secure your personal information, and are continuously monitoring our processes to prevent similar incidents in the future.

Sincerely,

Gingeread Shed Corporation