



October 17, 2014

First Name Last Name
Address Line 1
Address Line 2

Dear Sourcebooks Customer,

We value your business and respect the privacy of your information, which is why, as a precautionary measure, we are writing to let you know about a data security breach that may involve your personal information.

Sourcebooks recently learned that there was a breach of the shopping cart software that supports our website, putmeinthehistory.com, on April 16, 2014 – June 19, 2014 and unauthorized parties were able to gain access to customer credit card information. The credit card information included card number, expiration date, cardholder name and card verification value (CVV2). The billing account information included first name, last name, email address, phone number, and address. In some cases, shipping information was included as first name, last name, phone number, and address. In some cases, account password was obtained. To our knowledge, the data accessed did not include any Track Data, PIN Number, Printed Card Verification Data (CVD). We immediately engaged a third-party forensic audit firm to investigate, and they have informed us that 5204 customers were affected by this incursion.

Our top priority right now is taking care of you and helping you feel confident about ordering from us, and it is our responsibility to protect your information when you shop with us.

Please know that as soon as the appropriate people became aware of the problem, we began moving as quickly as possible to respond to your concerns and to guard against something like this happening again. Specifically, we have:

1. Implemented new security measures in accordance with the Payment Card Industry (PCI) data security standards.
2. Hired a firm of experts to determine exactly how this happened so we can put measures in place to prevent it from happening again.
3. Revised our internal processes in order to be able to identify any potential issues as quickly as possible.
4. Set up a toll-free information line for any customers with questions. For further information and assistance, please contact us at 844-810-1155 between 8:30 a.m. – 5:30 p.m. CST daily, or visit www.putmeinthehistory.com/cardfaq

I do want to take a moment to reassure you that you have zero liability for any fraudulent charges on your credit card. As a precautionary measure, you should monitor activity on your card and account statements for the next 12 to 24 months and promptly report incidents of suspected identity theft to your financial institution or card provider. You also should promptly report any fraudulent activity or any suspected incidence of identity theft to proper law enforcement authorities, your state attorney general, and/or the Federal Trade Commission (FTC). To file a complaint with the FTC, go to www.ftc.gov/idtheft or call 1-877-ID-THEFT (877-438-4338). Complaints filed with the FTC will be added to the FTC's Identity Theft Data Clearinghouse, which is a database made available to law enforcement agencies. You have the right to obtain a police report regarding the breach if/when one exists.

Main Office

1935 Brookdale Road, Suite 139
Naperville, IL 60563
630.961.3900
fax 630.961.2168

New York

232 Madison Avenue, Suite 805
New York, NY 10016
212.414.1701
fax 212.594.2289

Connecticut

18 Cherry Street, Suite 1W
Milford, CT 06460
203.876.9790
fax 203.876.9803

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www.sourcebooks.com



Additionally, you may want to consider monitoring your credit activity through one of the major credit reporting agencies. You may obtain a free copy of your credit report from each of the three major reporting agencies once every 12 months by visiting www.annualcreditreport.com, calling toll-free 877-322-8228, or by completing an Annual Credit Report Request Form and mailing it to Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA 30348. At the website www.annualcreditreport.com/requestReport/requestForm.action, you can print a copy of the request form, or you can elect to purchase a copy of your credit report by contacting one of the three national credit reporting agencies. Contact information for the three major credit reporting agencies is included at the end of this letter. These agencies will be able to provide information about fraud alerts and security freezes.

You may want to consider placing a fraud alert on your credit report. An initial fraud alert is free and will stay on your credit file for at least 90 days. The alert informs creditors of possible fraudulent activity within your report and requests that the creditor contact you prior to establishing any accounts in your name. To place a fraud alert on your credit report, contact the three credit reporting agencies using the contact information provided below.

In some US states, you have the right to put a security freeze on your credit file. This will prevent new credit from being opened in your name without the use of a PIN number that is issued to you when you initiate the freeze. A security freeze is designed to prevent potential creditors from accessing your credit report without your consent. As a result, using a security freeze may interfere with or delay your ability to obtain credit. You must separately place a security freeze on your credit file with each credit reporting agency. Additionally, if you request a security freeze from a consumer reporting agency there may be a fee up to \$5 to place, lift or remove the security freeze.

I know this breach may have had a very real impact on you, causing frustration and concern. We share those feelings. You trusted us with your information, and you deserve better.

We want to earn back your trust and ensure that we deliver the personalized experience you know and love. We are determined to make things right for you, and we will.

Sincerely,

Dominique Raccah
CEO and Owner
Sourcebooks, Inc.

Equifax

Equifax Consumer Fraud Division
P.O. Box 740256
Atlanta, GA 30374
www.equifax.com
(888) 766-0008

Experian

475 Anton Blvd.
Costa Mesa, CA 92626
www.experian.com
(888) 397-3742

TransUnion, LLC

P.O. Box 2000
Chester, PA 19022-2000
www.transunion.com
(855) 681-3196

Federal Trade Commission

600 Pennsylvania Avenue, NW
Washington, DC 20580
www.ftc.gov
www.ftccomplaintassistant.gov

Additional Free Resources on Identity Theft

You may wish to review the tips provided by the Federal Trade Commission on how to avoid identity theft. For more information, please visit www.ftc.gov/idtheft or call 1-877-ID-THEFT (877-438-4338). A copy of Take Charge: Fighting Back Against Identity Theft, a comprehensive guide from the FTC to help you guard against and deal with identity theft, can be found on the FTC's website at www.ftc.gov/bcp/edu/pubs/consumer/idtheft/idtheft04.shtm.

Maryland residents may also wish to review information provided by the Maryland Attorney General on how to avoid identity theft at www.oag.state.md.us/idtheft, or by sending an email to idtheft@oag.stat.md.us, or calling 410-576-6491.

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