Waterville, VT 5492

April 2, 2013
Re: DATA SECURITY INCIDENT

Dear

80sTees.com, Inc. ("80sTees") is notifying you because it recently learned of unauthorized access to your name, address, email address, phone number and credit card information after you completed a credit card purchase on our website.

What Happened

On January 29, 2013, Discover Card requested that we conduct an investigation of our computer system because of some unauthorized charges to Discover Card customers after completing purchases on our website. Shortly after we got Discover's request we: (1) conducted our own investigation including reviewing log files; (2) recoded our website so that we no longer store credit card numbers on our server and securely removed all existing credit card data from our server; (3) confirmed that our malware and antivirus scans were operating; (4) reported to the U.S. Secret Service about our investigation; and (5) hired a forensic investigator to conduct a full evaluation of our computer server. At that time we did not find any intrusion or vulnerabilities in 80sTees' server.

On February 27, 2013, we learned that a small number of Visa customers had also experienced unauthorized charges after a purchase from the 80sTees' website. On March 6, 2013, we heard from MasterCard that it had concerns about a number of fraudulent credit card charges against cardholders who had placed orders on the 80sTees' website in the 2nd half of 2012. On March 12, 2013, the forensic investigator discovered that 80sTees had been the victim of a cyber attack by a criminal who gained access to and installed malware on our website server sometime in early June 2012.

What 80sTees is Doing About It

Once we learned of this we immediately removed the known malware. We are actively working with the credit card companies, the federal authorities and computer forensics investigators to find out how and why this happened. Through the investigation, we found out that when the malware was installed in early June 2012 it bypassed our regular antivirus/malware scans.

This is a serious matter, and we have taken aggressive steps to address it and prevent any further unauthorized use of your personal information including the following:

- Eliminating the storage of customer's credit card numbers on our server;
- Continuing our investigation of this incident with the assistance of our PCIDSS certified, outside forensic investigator and the federal authorities;

- Increasing the frequency of antivirus and malware scans;
- Continuing to encrypt and protect customer data through secure SSL technology;
- Updating our company policies and procedures on data security and privacy; and
- Scheduling mandatory, company-wide data security training in order to increase all of our awareness of data security and privacy.

It is our understanding that the credit card companies have canceled your MasterCard credit card due to unauthorized use of your card. We are notifying you so that you can take additional steps to protect your personal information, if you feel it is necessary.

What You Can Do

I recommend that you review your MasterCard account statements for charges you did not make. If you do not look at your statements every month you should look for unrecognized charges starting from 6/5/2012, the date of your purchase on 80sTees.com. In the event that you find charges that you did not make call your credit card company or login to your account online and dispute those charges.

I recommend that you remain vigilant by regularly reviewing your credit reports. Although we did not have your Social Security number you should also be wary of new accounts you did not open and inquiries from creditors that you did not initiate.

If you do find suspicious activity on your credit reports or become aware of identity theft, I recommend that you call your local law enforcement office, file a police report of identity theft, and obtain a copy of the police report, as you may need to give copies of the police report to creditors to clear up your records. Even if you do not find any signs of fraud on your reports, you should remain vigilant and check your credit reports regularly.

You may contact the three US credit reporting agencies (Equifax, Experian and TransUnion) to obtain a free credit report from each by calling 1-877-322-8228 or by logging onto www.annualcreditreport.com.

If you would like to place fraud alerts and security freezes on your accounts you can contact Equifax, Experian, and/or TransUnion at the numbers listed below:

Equifax	Experian	TransUnion
1-800-685-1111	1-888-397-3742	1-800-888-4213
www.equifax.com	www.experian.com	www.transunion.com
P.O. Box 105069	P.O. Box 9532	P.O. Box 1000
Atlanta, GA 30348	Allen, TX 75013	Chester, PA 19016

For additional assistance on steps to avoid identity theft or to report an incident of identity theft, write to or call or visit the FTC's website listed below:

Federal Trade Commission
Bureau of Consumer Protection
Division of Privacy and Identity Protection
600 Pennsylvania Avenue, N.W.
Washington, D.C. 20580
1-877- IDTHEFT (1-877-438-4338)
http://www.ftc.gov/bcp/edu/microsites/idtheft

As the founder and president of 80sTees I apologize for the inconvenience this incident has caused you. I want to thank you for being a customer of 80sTees. We have let you down and I am embarrassed and angry about that. 80sTees exists to surprise and delight you with a wearable trip down memory lane, not to bring inconvenience into your life. My hope is that by taking the steps listed above we will regain your trust.

Should you have questions or concerns regarding this matter and/or the protections available to you, please do not hesitate to contact me at kevin.stecko@80stees.com or by calling toll free 1-866-807-8337 and mentioning this letter.

Sincerely,

Kevin Stecko

President, 80sTees.com, Inc.