[[Date]]

Name
Address
City, State zip

Dear (Name),

Re: Your [[**insert type of card**]] used on [[insert website]]

We wanted to notify you of a security incident involving the **[[insert name of website here]]** website, which is operated by BEL USA LLC. We have reason to believe that because you placed an order with us on this website or by phone between March 1, 2013 and July 15, 2013 that your personal information may have been obtained by unauthorized third parties. Upon learning that the website server may have experienced unauthorized access, we immediately commenced an internal investigation and then retained an independent expert to investigate this incident.

The independent investigation has now determined that unauthorized third parties did obtain access, which is why we are sending you this notice. The personal information that may have been obtained is your name, address, phone number and the credit card or debit card number noted above and the expiration date and CVV code for that card. Since we do not collect PINs for debit cards, this information was not accessed or obtained by these unauthorized third parties.

In addition to our investigation, at the same time we began implementing measures to address the situation and retained experts to guide us through our response. Those steps included identifying how personal information was put at risk and implementing changes to address that risk, including replacing the affected server. We also contacted federal law enforcement and will cooperate with their investigation.

We deeply regret this unfortunate situation. As a valued customer, we would like to offer you a special one-time 20% Off Coupon if you place an order with us before October 31, 2013. Please enter your email address as the coupon code in the shopping cart when placing your order. Although we have taken the steps noted above, we recommend that you also take preventative measures. We encourage you to vigilantly monitor your credit and debit card account statements. If the card that you used with us was a debit card, we suggest you contact the bank that issued your card and follow their recommendations. If you notice fraudulent charges on the card, please contact your bank that issued the card.

While credit card fraud is generally not considered identity theft, we understand that you may want information on identity theft and detailed instructions on other actions you might consider. We have enclosed additional steps that you can take to further protect your information.

Thank you, as always, for visiting our websites. We sincerely regret and apologize for any inconvenience that this may cause you. If you have additional questions, please email us any time at questions@belincusa.com or you can call us at [[**insert correct toll free number**]].

Sincerely,

Amin R. Ramjee
CEO

Further Information and Steps You Can Take

Information from the Federal Trade Commission

The Federal Trade Commission provides suggestions for actions in the event of identity theft at http://www.consumer.ftc.gov/features/feature-0014-identity-theft. You may also contact the Federal Trade Commission for more information toll-free at 1-877-ID-THEFT (438-4338) (TTY: 1-866-653-4261), or write Identity Theft Clearinghouse, Federal Trade Commission, 600 Pennsylvania Avenue, NW, Washington, DC 20580.

Obtaining a free credit report or placing a security freeze

You may obtain a free copy of your credit report from each of the credit bureaus once a year by going to http://www.annualcreditreport.com online, or call toll free 877-322-8228. Hearing impaired consumers can access TDD service at 877-730-4104. You should monitor these reports.

You may also place a security freeze on your credit report by contacting the credit bureaus as listed below.

Equifax	Experian	TransUnion
888-766-0008	888-397-3742	800-680-7289
www.equifax.com	www.experian.com	www.transunion.com
P.O. Box 105788	P.O. Box 9554	P.O. Box 6790
Atlanta, GA 30348	Allen, TX 75013	Fullerton, CA 92834

A security freeze will prevent new credit from being opened in your name without the use of a personal identification number or password that will be issued by the credit bureaus after you initiate the freeze. A security freeze will also prevent potential creditors from accessing your credit report without your 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, mortgages, employment, housing or other services. In order to place a security freeze, you may be required to provide the credit bureaus with information that identifies you, including your full name, social security number, date of birth, current and previous addresses, a copy of your state-issued identification card, and a recent utility bill, bank statement or insurance statement. Credit bureaus may charge a fee up to $10 to place, lift, or remove the security freeze; however, this fee may be less in certain states (in MA, up to $5) or waived if you are the victim of identity theft and you provide a valid police report. You must separately place a security freeze on your credit file with each credit reporting agency.

Filing a Police Report for Suspicious Activity

If you do find suspicious activity on the credit or debit card indicated in our notice to you or in your credit report, call your local police or sheriff's office and file a police report of identity theft. Get a copy of the police report. You may need to give copies of the police report to creditors to clear up your records. In addition, you should report identity theft to your Attorney General and the Federal Trade Commission.

For Maryland Residents: The Maryland Attorney General provides information regarding identity theft at http://www.oag.state.md.us/idtheft/index.htm. You may also contact the Identity Theft Unit at (410) 576-6491, by email at idtheft@oag.state.md.us, and by mail at 200 St. Paul Place,16th Floor, Baltimore, MD 21202.

For North Carolina Residents: The North Carolina Attorney General provides information regarding identity theft at http://www.ncdoj.gov/Protect-Yourself/2-4-3-Protect-Your-Identity.aspx. You may also contact the North Carolina Attorney General at (919) 716-6400 or by mail at 9001 Mail Service Center, Raleigh, NC 27699-9001.