CAPEZIO

February 10, 2016

John Doe
123 Main Street
Town, State 07102

Dear John Doe,

We at Capezio value your business and respect the privacy of your personal information, which is why we are writing to notify you of a data security incident at Capezio. Our website, www.capezio.com, experienced a data security breach which may have compromised the personal information of some of our shoppers. In spite of our security measures, cyber attackers forced their way into our website in October 2015, inserting malware into the software supporting our website. The malware was present until late November, when it was discovered. We immediately removed it and took steps to secure our system. We also immediately reported the cyber-attack to the Economic Crimes Unit of the Office of the United States Attorney for the District of New Jersey.

We also engaged cyber security consultants to analyze the design of our website, the invasion of the website, and the steps already taken to cure the breach and prevent future breaches, as well as to advise on steps that could be taken in the future to further strengthen the website's security. We learned from our consultants that the specific assault experienced by Capezio has been launched by unknown cyber attackers against possibly thousands of websites around the world.

Unfortunately, the malware enabled the cyber attackers to obtain, through electronic means, customer information from some purchasers. This information would have included names, billing and shipping addresses, email addresses, credit card numbers, CVV ("Card Verification Value") numbers, credit card expiration dates, and checkout passwords. While we cannot determine with absolute certainty that your information was stolen, you visited our website during the compromised time period, so your information may have been taken.

We take the security of your personal information very seriously and are very sorry that the privacy of your personal information may have been compromised. To address this situation, we are offering one (1) year of free credit monitoring services through Experian, a national credit reporting agency. To enroll in the credit monitoring service, please see the first enclosure, "How To Activate your Experian 'ProtectMyId' Product". In addition, if you have any questions regarding the incident, please contact us at 844-750-9920 or at securityquestions@capezio.com. We are also enclosing some helpful information about protecting your identity.

Once again, we deeply regret this incident and are working to ensure that we deliver a shopping experience at capezio.com that you can trust.

Sincerely,

CAPEZIO

Enclosures

How to Activate your Experian "ProtectMyID" Product

Experian's ProtectMyID product helps detect possible misuse of your personal information and provides you with superior identity protection support focused on immediate identification and resolution of identity theft.

Activate ProtectMyID Now in Three Easy Steps

1. **ENSURE that you enroll by May 31, 2016** (Your code will not work after this date.)
2. **VISIT** the **ProtectMyID Web Site to enroll: www.protectmyid.com/alert**
3. **PROVIDE Your Activation Code. Your activation code is:**

If you have questions or need an alternative to enrolling online, please call (877) 297-7780 and provide engagement #: **PC98973**

Additional details regarding your 12-month ProtectMyID Membership:

- A credit card is not required for enrollment.
- Once your ProtectMyID membership is activated, you will receive the following features:
  - **Free copy of your Experian credit report.**
  - **Daily Bureau Credit Monitoring** and alerts of key changes & suspicious activity found on your Experian credit report.
  - **Identity Theft Resolution & ProtectMyID ExtendCARE:** Toll-free access to US-based customer care and a dedicated Identity Theft Resolution agent who will walk you through the process of fraud resolution from start to finish for seamless service. They will investigate each incident; help with contacting credit grantors to dispute charges and close accounts including credit, debit and medical insurance cards; assist with freezing credit files; contact government agencies.
  - It is recognized that identity theft can happen months and even years after a data breach. To offer added protection, you will receive ExtendCARETM, which provides you with the same high-level of Fraud Resolution support even after your ProtectMyID membership has expired.
  - **$1 Million Identity Theft Insurance:*** Immediately covers certain costs including, lost wages, private investigator fees, and unauthorized electronic fund transfers.

Once your enrollment in ProtectMyID is complete, you should carefully review your credit report for inaccurate or suspicious items. If you have any questions about ProtectMyID, need help understanding something on your credit report, or suspect that an item on your credit report may be fraudulent, please contact Experian's customer care team at 877-297-7780.

* Identity theft insurance is underwritten by insurance company subsidiaries or affiliates of American International Group, Inc. (AIG). The description herein is a summary and intended for informational purposes only and does not include all terms, conditions and exclusions of the policies described. Please refer to the actual policies for terms, conditions, and exclusions of coverage. Coverage may not be available in all jurisdictions.

Information about Identity Theft Protection

We recommend that you regularly review statements from your accounts and periodically obtain your credit report from one or more of the national credit reporting companies. You may obtain a free copy of your credit report by these methods:

Online	Calling toll-free	Mail
www.annualcreditreport.com	1-877-322-8228	Mail an Annual Credit Report Request Form (available at www.annualcreditreport.com) to: Annual Credit Report Request Service P.O. Box 105281 Atlanta, GA, 30348-5281

You may also purchase a copy of your credit report by contacting one or more of the three national credit reporting agencies listed below.

Equifax	Experian	TransUnion
P.O. Box 740241	P.O. Box 9532	P.O. Box 6790
Atlanta, Georgia 30374-0241	Allen, TX 75013	Fullerton, CA 92834-6790
1-800-685-1111	1-888-397-3742	1-800-916-8800
www.equifax.com	www.experian.com	www.transunion.com

When you receive your credit reports, review them carefully. Look for accounts or creditor inquiries that you did not initiate or do not recognize. Look for information, such as home address and Social Security number, that is not accurate. If you see anything you do not understand, call the credit reporting agency at the telephone number on the report.

We recommend you remain vigilant with respect to reviewing your account statements and credit reports, and promptly report any suspicious activity or suspected identity theft to us and to the proper law enforcement authorities, including local law enforcement, your state's attorney general and/or the Federal Trade Commission ("FTC"). You may contact the FTC or your state's regulatory authority to obtain additional information about avoiding identity theft.

Federal Trade Commission, Consumer Response Center
600 Pennsylvania Avenue, NW, Washington, DC 20580, 1-877-IDTHEFT (438-4338), www.ftc.gov/idtheft

Maryland Residents: You may also obtain information about preventing and avoiding identity theft from the Maryland Office of the Attorney General:

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 Residents: You may also obtain information about preventing and avoiding identity theft from North Carolina Attorney General's Office:

North Carolina Attorney General's Office, Consumer Protection Division
9001 Mail Service Center, Raleigh, NC 27699-9001, 1-877-5-NO-SCAM, www.ncdoj.gov

Fraud Alerts: There are also two types of fraud alerts that you can place on your credit report to put your creditors on notice that you may be a victim of fraud: an initial alert and an extended alert. You may ask that an initial fraud alert be placed on your credit report if you suspect you have been, or are about to be, a victim of identity theft. An initial fraud alert stays on your credit report for at least 90 days. You may have an extended alert placed on your credit report if you have already been a victim of identity theft with the appropriate documentary proof. An extended fraud alert stays on your credit report for seven years. You can place a fraud alert on your credit report by calling the toll-free fraud number of any of the three national credit reporting agencies listed below.

Equifax:	Experian:	TransUnion:
1-800-525-6285	1-888-397-3742	1-800-680-7289
www.equifax.com	www.experian.com	www.transunion.com

Credit Freezes: You may have the right to put a credit freeze, also known as a security freeze, on your credit file, so that no new credit can be opened in your name without the use of a PIN number that is issued to you when you initiate a freeze. A credit freeze is designed to prevent potential credit grantors from accessing your credit report without your consent. If you place a credit freeze, potential creditors and other third parties will not be able to get access to your credit report unless you temporarily lift the freeze. Therefore, using a credit freeze may delay your ability to obtain credit. In addition, you may incur fees to place, lift and/or remove a credit freeze. Credit freeze laws vary from state to state. The cost of placing, temporarily lifting, and removing a credit freeze also varies by state, generally $5 to $20 per action at each credit reporting company. Unlike a fraud alert, you must separately place a credit freeze on your credit file at each credit reporting company. Since the instructions for how to establish a credit freeze differ from state to state, please contact the three major credit reporting companies as specified below to find out more information:

Equifax	Experian	TransUnion (FVAD)
P.O. Box 105788	P.O. Box 9554	P.O. Box 6790
Atlanta, GA 30348	Allen, TX 75013	Fullerton, CA 92834-6790
www.equifax.com	www.experian.com	www.transunion.com

You can obtain more information about fraud alerts and credit freezes by contacting the FTC or one of the national credit reporting agencies listed above.