CLIF FAMILY

June 11th, 2015

Dear [Customer],

We are writing to inform you that Missing Link Networks, Inc. (MLN), Clif Family Winery's third-party ecommerce provider, was recently the subject of a data security incident. MLN notified us of this incident on May 27, 2015. You are receiving this letter because your payment card information may have been among the data involved.

MLN has notified us that the intruder potentially gained access to information on MLN's systems about payment card transactions at Clif Family Winery for the period of April 1, 2015 to April 30, 2015. The information involved may have included your name, payment card number, related payment address and date of birth.

We regret this incident occurred, and we assure you that we make the security of your information a top priority. MLN has indicated that they have identified and fixed all means that were used to breach their systems and have taken steps to prevent this type of event from occurring in the future. MLN has also informed us that they are working with law enforcement and have notified American Express, MasterCard and Visa.

We recommend that you review the information provided with this letter for some steps that you may take to protect yourself against potential misuse of your personal information. MLN has also provided additional information about the incident on their web site at www.ecellar1.com/faq. We would also encourage you to remain vigilant for incidents of fraud and identity theft by monitoring your credit and debit card accounts closely and immediately notifying your bank if you notice any suspicious activity.

We sincerely regret any inconvenience this incident has caused, and we welcome you to contact us if you have any further concerns or questions at 707-968-0625 or winery@cliffamilywinery.com.

With our profound apology,

Linzi Gay
General Manager
707-968-0625
winery@cliffamilywinery.com
www.cliffamily.com

ADDITIONAL INFORMATION

You may contact the Federal Trade Commission ("FTC") or law enforcement to report incidents of identity theft or to learn about steps you can take to protect yourself from identity theft. To learn more, you can go to the FTC's web site, at www.consumer.gov/idtheft, or call the FTC, at (877) IDTHEFT (438-4338) or write to Federal Trade Commission, Consumer Response Center, 600 Pennsylvania Avenue, NW, Washington, DC 20580.

Monitor Your Payment Card Statements

We encourage our customers to always remain vigilant and monitor your accounts for suspicious or unusual activity. If customers observe unusual activity on an account, we advise that they contact their banks and/or credit card companies.

Review Your Credit Reports

You may periodically obtain credit reports from each nationwide credit reporting agency. If you discover information on your credit report arising from a fraudulent transaction, you should request that the credit reporting agency delete that information from your credit report file. In addition, under federal law, you are entitled to one free copy of your credit report every 12 months from each of the three nationwide credit reporting agencies. You may obtain a free copy of your credit report by going to www.AnnualCreditReport.com or by calling (877) 322-8228. You may contact the nationwide credit reporting agencies at:

Equifax	**Experian**	**TransUnion**
P.O. Box 740241 Atlanta, Georgia 30374-0241	P.O. Box 2020 Allen, TX 9701	P.O. Box 2000 Chester, PA 19022-2000
www.equifax.com 1.800.525.6285	www.experian.com 1.888.397.3742	www.transunion.com 1.800.916.8800

Fraud Alerts

In addition, you may obtain additional information from the FTC and the credit reporting agencies about fraud alerts and security freezes. You can add a fraud alert to your credit report file to help protect your credit information. A fraud alert can make it more difficult for someone to get credit in your name because it tells creditors to follow certain procedures to protect you, but it also may delay your ability to obtain credit. You may place a fraud alert in your file by calling just one of the three nationwide credit reporting agencies listed above. As soon as that agency processes your fraud alert, it will notify the other two agencies, which then must also place fraud alerts in your file. In addition, you can contact the nationwide credit reporting agencies regarding if and how you may place a security freeze on your credit report to prohibit a credit reporting agency from releasing information from your credit report without your prior written authorization.

IF YOU ARE AN IOWA RESIDENT: You may contact local law enforcement or the Iowa Attorney General's Office to report suspected incidents of identity theft. You can contact the Iowa Attorney General at:

Office of the Attorney General
1305 E. Walnut Street
Des Moines, IA 50319
(515) 281-5164
http://www.iowaattorneygeneral.gov/

IF YOU ARE A MARYLAND RESIDENT: You may obtain information about avoiding identity theft from the FTC or the Maryland Attorney General's Office. These offices can be reached at:

Federal Trade Commission	Office of the Attorney General
Consumer Response Center	Consumer Protection Division
600 Pennsylvania Avenue, NW	200 St. Paul Place
Washington, DC 20580	Baltimore, MD 21202
(877) IDTHEFT (438-4338)	(888) 743-0023
http://www.ftc.gov/idtheft/	www.oag.state.md.us

IF YOU ARE A NORTH CAROLINA RESIDENT: You may obtain information about preventing identity theft from the FTC or the North Carolina Attorney General's Office. These offices can be reached at:

Federal Trade Commission	North Carolina Department of Justice
Consumer Response Center	Attorney General Roy Cooper
600 Pennsylvania Avenue, NW	9001 Mail Service Center
Washington, DC 20580	Raleigh, NC 27699-9001
(877) IDTHEFT (438-4338)	(877) 566-7226
www.consumer.gov/idtheft	http://www.ncdoj.com