alba BOTANICA™

<<MemberFirstName>> <<MemberLastName>>
<<Address1>>
<<Address2>>
<<City>>, <<State>> <<Zip Code>>

<<Date>> (Format: Month Day, Year)

RE: NOTICE OF DATA BREACH

Dear <<MemberFirstName>> <<MemberLastName>>,

We are writing to notify you of a recent data security incident that may have affected the security of certain personal information related to you. While we are unaware of any actual or attempted misuse of your information at this time, we are providing you with information and resources to better protect against misuse of your information should you feel it is necessary or appropriate to do so. We sincerely apologize for any concern or inconvenience this may cause you.

WHAT HAPPENED? On December 9, 2015, we discovered evidence of a potential vulnerability on the check-out page of www.albabotanica.com. Upon discovering this evidence, we quickly began to investigate this issue and disabled the website to prevent any possible exploitation of the vulnerability. Third-party cyber security experts were retained to assist with the investigation. On December 29, 2015, we discovered that malicious code had been inserted into the check-out page on www.albabotanica.com, and that this code may have resulted in the potential unauthorized access to, or acquisition of, customer payment information entered during the online check-out process at www.albabotanica.com.

WHAT INFORMATION WAS INVOLVED? The investigation has determined that the malicious code may have captured the personal information you entered when you made a purchase on www.albabotanica.com between May 16, 2015 and December 9, 2015, including your name, billing address, shipping address, email address, credit card number, credit card expiration date, telephone number and CVV number. Social Security numbers are not included in the types of personal information that may have been captured, as we have not previously and will not ever request this information from you during the check-out process.

WHAT WE ARE DOING. We immediately launched an investigation into this issue after discovering the potential vulnerability. While the investigation was ongoing, we disabled the Alba Botanica website to prevent any possible exploitation of the vulnerability. Upon discovering the malicious code, we moved quickly to remove the malicious code and address the vulnerability, as well as to identify the information that may have been at risk and the individuals to whom the information related. We are providing notice to these individuals, and to state regulators and consumer reporting agencies as required. We value our customers and therefore are working to enhance the security of the site in preparation of its re-launch in order to further protect consumer information.

WHAT YOU CAN DO. While we remain unaware of any actual or attempted misuse of your information, we encourage you to review the enclosed information on how to better protect against identity theft or fraud. Additionally, to help relieve concerns and restore confidence following this incident, we have secured the services of Kroll to provide identity monitoring at no cost to you for one year. Your identity monitoring services include Credit Monitoring and Identity Theft Consultation and Restoration.

Visit **kroll.idMonitoringService.com** to enroll and take advantage of your identity monitoring services.

Membership Number: <<Member ID>>

FOR MORE INFORMATION. Again, we are sorry for the inconvenience and concern this incident causes you. The security of our customer's personal information is one of our highest priorities. Should you have any questions about

the content of this letter or ways you can protect yourself from the possibility of identity theft, please call our dedicated hotline at 1-855-294-2550 between 9 a.m. and 6 p.m. EST, Monday to Friday. Kroll's licensed investigators are standing by. Please have your membership number ready.

Sincerely,

Julie Marchant-Houle
General Manager

ADDITIONAL STEPS YOU CAN TAKE TO PREVENT IDENTITY THEFT AND FRAUD

You may take action directly to further protect against possible identity theft or other financial loss. We encourage you to be vigilant against incidents of identity theft by reviewing your account statements regularly and monitoring your credit reports for suspicious activity. Under U.S. law, you are entitled to one free credit report annually from each of the three major credit bureaus. To order your free credit report, visit www.annualcreditreport.com or call, toll-free, 1-877-322-8228. You may also contact the three major credit bureaus directly to request a free copy of your credit report.

At no charge, you can also have these credit bureaus place a "fraud alert" on your file that alerts creditors to take additional steps to verify your identity prior to granting credit in your name. Note, however, that because it tells creditors to follow certain procedures to protect you, it may also delay your ability to obtain credit while the agency verifies your identity. As soon as one credit bureau confirms your fraud alert, the others are notified to place fraud alerts on your file. Should you wish to place a fraud alert, or should you have any questions regarding your credit report, please contact any one of the agencies listed below.

Equifax	Experian	TransUnion
P.O. Box 105069	P.O. Box 2002	P.O. Box 2000
Atlanta, GA 30348	Allen, TX 75013	Chester, PA 19022-2000
800-525-6285	888-397-3742	800-680-7289
www.equifax.com	www.experian.com	www.transunion.com

Consumers may place a security freeze on their credit reports. A security freeze prohibits a credit reporting agency from releasing any information from a consumer's credit report without the consumer's written authorization. However, please be advised 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, credit mortgages, employment, housing, or other services.

If you have been a victim of identity theft, and you provide the credit reporting agency with a valid police report, it cannot charge you to place, lift or remove a security freeze. In all other cases, a credit reporting agency may charge you a fee to place, temporarily lift, or permanently remove a security freeze. You will need to place a security freeze separately with each of the three major credit bureaus listed above if you wish to place the freeze on all of your credit files.

To find out more on how to place a security freeze, you can contact the credit reporting agencies using the information below:

Equifax Security Freeze	Experian Security Freeze	TransUnion LLC
P.O. Box 105788	P.O. Box 9554	P.O. Box 2000
Atlanta, GA 30348	Allen, TX 75013	Chester PA 19022-2000
800-685-1111	888-397-3742	888-909-8872
800-349-9960 (NY Residents)		
www.freeze.equifax.com	www.experian.com	www.transunion.com/freeze

You can further educate yourself regarding identity theft, fraud alerts, and the steps you can take to protect yourself, by contacting the Federal Trade Commission or your state Attorney General. **For North Carolina residents**, the Attorney General can be contacted at 9001 Mail Service Center, Raleigh, NC 27699-9001, 1-919-716-6400, www.ncdoj.gov. **For Maryland residents**, the Attorney General can be contacted at 200 St. Paul Place, 16th Floor, Baltimore, MD 21202, 1-888-743-0023, www.oag.state.md.us. The Federal Trade Commission can be reached at: 600 Pennsylvania Avenue NW, Washington, DC 20580, www.ftc.gov/idtheft/, 1-877-ID-THEFT (1-877-438-4338); TTY: 1-866-653-4261. The Federal Trade Commission also encourages those who discover that their information has been misused to file a complaint with them. You can obtain further information on how to file such a complaint by way of the contact information listed above. Instances of known or suspected identity theft should also be reported to law enforcement.

Kroll.

TAKE ADVANTAGE OF YOUR IDENTITY MONITORING SERVICES

You've been provided with access to the following services[1] from Kroll:

Credit Monitoring through TransUnion

You'll receive alerts when there are changes to your credit data—for instance, when a new line of credit is applied for in your name. If you do not recognize the activity, you'll have the option to call a Kroll investigator, who can help you determine if it's an indicator of identity theft.

Identity Consultation

You have unlimited access to consultation with a dedicated licensed investigator at Kroll. Support includes showing you the most effective ways to protect your identity, explaining your rights and protections under the law, assistance with fraud alerts, and interpreting how personal information is accessed and used, including investigating suspicious activity that could be tied to an identity theft event.

Identity Restoration

If you become a victim of identity theft, an experienced licensed investigator will work on your behalf to resolve related issues. You will have access to a dedicated investigator who understands your issues and will do most of the work for you. Your investigator can dig deep to uncover all aspects of the identity theft, and then work to resolve it.

[1] Kroll's activation website is only compatible with the current version or one version earlier of Internet Explorer, Chrome, Firefox, and Safari. To receive credit services, you must be over the age of 18 and have established credit in the U.S., have a Social Security number in your name, and have a U.S. residential address associated with your credit file.