

Dear ____

This is Steve Kanzler of Kanzler Vineyards. I'm personally contacting you to inform you that Kanzler Vineyards has learned of a possible security incident impacting our consumer direct sales system provider, Missing Link Networks, Inc. (Calistoga, CA). Missing Link informed us that they experienced a breach by an unknown intruder that may have gained access to customer names, credit/debit card numbers, related payment addresses and dates of birth.

We sincerely apologize for any concern or inconvenience this may cause you. We greatly value your business and respect the privacy of your information. Missing Link has assured us the breach has been contained and we are working proactively and aggressively with Missing Link to prevent this type of event from recurring in the future.

Key Details:

- The breach occurred sometime between 4/1/15 and 4/30/15. Missing Link first discovered evidence of an intrusion on 5/13/15 and notified Kanzler Vineyards on 5/27/15.
- Missing Link assures us the breach has been contained and it is safe to conduct transactions on our website.
- Missing Link has notified the major credit card processors, Visa, Master Card, Discover and American Express of the affected account numbers so they can be monitored for fraudulent activity.
- The compromised data did not include credit card CVV codes or debit card PIN numbers making it difficult to execute a fraudulent transaction.
- To date we have not received ANY notifications of fraudulent transactions on the affected account numbers.
- In any event, you are NOT liable for fraudulent charges if you promptly notify the issuing bank of any suspect transactions on your credit/debit card.
- However, we strongly encourage you to monitor your credit and debit card accounts and immediately notify your bank if you notice any suspicious activity.
- Further details can be obtained www.ecellar1.com/fag where Missing Link will provide regular updates. There is also extensive additional information on fraud and identity theft protection resources attached.

We greatly regret having to send this notification to you, even as this type of incident has become all too common in our culture. We take your security and privacy concerns very seriously and I promise you we will do everything in our power to ensure that when you buy wine from Kanzler Vineyards you can do so safely and securely. If you have any questions or concerns please email us at info@kanzlervineyards.com or call us 707-824-1726 and Alex, Lynda or me will personally respond to your call.

Sincerely,

Stephen, Lynda and Alex Kanzler

ADDITIONAL INFORMATION

Review Your Account Statements and Notify Law Enforcement of Suspicious Activity

We recommend that you contact your credit or debit card issuer to determine whether a new card should be issued and whether additional levels of security or protective measures should be placed on the account. We also recommend that you remain vigilant by reviewing your account statements and credit reports closely, and that you should not provide personal information in response to suspicious emails, especially including those from an unknown source/sender. If you detect any suspicious activity on an account, you should promptly notify the financial institution or company with which the account is maintained. You should also promptly report any fraudulent activity or any suspected incidence of identity theft to proper law enforcement authorities, your state attorney general, and/or the Federal Trade Commission. In Massachusetts, you have the right to obtain a police report if you are a victim of identity theft.

Copy of Credit Report

You may obtain a free copy of your credit report from each of the three major credit reporting agencies once every 12 months by visiting <http://www.annualcreditreport.com>, calling toll-free 877-322-8228, or by completing an Annual Credit Report Request Form and mailing it to Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA 30348. The FTC advises that you do not contact the three nationwide credit reporting companies individually, because they are providing free annual credit reports only through www.annualcreditreport.com, 1-877-322- 8228 or mailing to Annual Credit Report Request Service.

Upon receipt of your credit report, we recommend that you review the “inquiries,” section for names of any creditors from whom you have not requested credit, and the “personal information,” section for any inaccuracies. Any unusual activity or information could be a sign of potential identify theft. If you observe such information, contact the credit bureau listed at the top of the report. Your credit report will be reviewed by the bureau staff with you, and if any information cannot be explained, you may need to contact the creditors involved

Contact information for the three national credit reporting agencies is below:

Equifax	Experian	TransUnion
P.O. Box 740241 Atlanta, Georgia 30374 1-800-685-1111 (general) 1-888-766-0008 (fraud alert) 1-800-685-1111 (security freeze) www.equifax.com	P.O. Box 2104 Allen, TX 75013 1-888-397-3742 www.experian.com	P.O. Box 2000 Chester, PA 19022 1-800-888-4213 (general) 1-800-680-7289 (identity theft and fraud) www.transunion.com

Fraud Alert

You may also want to consider placing a fraud alert on your credit report. An initial fraud alert is free and will state on your credit file for at least 90 days. The alert informs creditors of possible fraudulent activity within your report and requests that the creditor contact you prior to establishing any accounts

in your name. To place a fraud alert on your credit report, contact any of the three credit reporting agencies identified above.

Security Freeze

In some U.S. states, you have the right to put a security freeze on your credit file. This will prevent new credit from being opened in your name without the use of a PIN number that is issued to you when you initiate the freeze. A security freeze is designed to prevent potential creditors from accessing your credit report without your consent. As a result, using a security freeze may interfere with or delay your ability to obtain credit. You must separately place a security freeze on your credit file with each credit reporting agency. Additionally, if you request a security freeze from a consumer reporting agency there may be a fee of up to \$5 to place, lift, or remove the security freeze. In order to place a security freeze, you may be required to provide the consumer reporting agency 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.

Additional Free Resources on Identity Theft

Finally, you may wish to review the tips provided by the Federal Trade Commission on how to avoid identity theft. For more information, please visit <http://www.ftc.gov/idtheft> or call 1-877-ID-THEFT (877-438-4338). A copy of Taking Charge What to Do If Your Identity Is Stolen, a comprehensive guide from the FTC to help you guard against and deal with identity theft, can be found on the FTC's website at <http://www.ftc.gov/bcp/edu/pubs/consumer/idtheft/idtheft04.shtm>.

Maryland residents may wish to review information provided by the Maryland Attorney General on how to avoid identity theft at <http://www.oag.state.md.us/idtheft>, or by sending an email to idtheft@oag.statemd.us, or calling 410-576-6491.

North Carolina residents may wish to review information provided by the North Carolina Attorney General at <http://www.ncdoj.gov>, by calling 877-566-7226, or writing to 9001 Mail Service Center, Raleigh, NC 27699.