Kicky Pants, Inc., d/b/a KicKee Pants
C/O ID Experts
PO Box 6336
Portland, OR 97228-6336

<<mail id>>
<<Name>>
<<Address 1>>
<<Address 2>>
<<City>>, <<State>><<Zip Code>>

<<Date>>

Notice of Data Breach

What Happened

Dear <<Name>>,

On December 31, 2015, Kicky Pants, Inc., d/b/a KicKee Pants discovered evidence of a data security breach that allowed some confidential customer information to be acquired by an unknown third party. We believe that the acquisitions occurred between the dates of September 24, 2015 and December 26, 2015. Kicky Pants discovered this on December 31, 2015, and we closed the breach immediately. At this time, there is no evidence to suggest that there have been any actual attempts to misuse any of the acquired information.

What Information Was Involved

The compromised information included first and last names; credit card number, expiration date, and security code; billing address (street, city, state, and ZIP code); telephone number; and email address.

What We Are Doing

We have implemented additional safeguards to improve data security on our web server infrastructure, including changing the method by which transaction data is processed.

In addition, we are offering identity theft protection services through ID Experts®, the data breach and recovery services expert, to provide you with MyIDCare. ID Experts' fully managed recovery services will include: 12 months of credit monitoring, a $1,000,000 insurance reimbursement policy, exclusive educational materials, and complete access to their fraud resolution representatives. With this protection, ID Experts will help you resolve issues if your identity is compromised.

What You Can Do

We encourage you to contact ID Experts with any questions and to enroll in the free services by calling 866-833-7924 or going to www.myidcare.com/kickeepants. ID Experts is available Monday through Friday from 6 a.m.–6 p.m. Pacific Time. Please note that the deadline to enroll is April 22, 2016.

Again, at this time, there is no evidence that your information has been misused. However, we encourage you to take full advantage of this service offering. Representatives from ID Experts have been fully versed on the incident and can answer questions or concerns that you may have about the protection of your personal information.

For More Information

You will find detailed instructions for enrollment on the enclosed Recommended Steps document. Also, you will need to reference the following access code when calling or enrolling on the website, so please do not discard this letter.

Your Access Code: <<ID Experts will insert>>

Please call 866-833-7924 or go to www.myidcare.com/kickeepants for assistance or for any additional questions you may have.

Sincerely,

Nicholas Cloke

Nicholas Cloke
Kicky Pants, Inc.

(Enclosure)

Recommended Steps to Help Protect Your Information

Please Note: Minors under the age of 18 should not have a credit history established and are under the age to secure credit. Therefore, credit monitoring may not be applicable at this time. All other services provided in the membership will apply. No one is allowed to place a fraud alert on your credit report except you. Please follow the instructions below to place the alert.

1. Website and Enrollment. Go to www.myidcare.com/kickeepants and follow the instructions for enrollment using your Access Code provided above. Once you have completed your enrollment, you will receive a welcome letter by email (or by mail if you do not provide an email address when you sign up). The welcome letter will direct you to the exclusive ID Experts Member Website where you will find other valuable educational information.

2. Activate the credit monitoring provided as part of your membership with ID Experts, which is paid for by Kicky Pants, Inc. Credit monitoring is included in the membership, but you must personally activate it for it to be effective. Note: You must have established credit, access to a computer, and the internet to use this service. If you need assistance, ID Experts will be able to assist you.

3. Telephone. Contact ID Experts at 866-833-7924 to gain additional information about this event and speak with knowledgeable representatives about the appropriate steps to take to protect your credit identity.

4. Review your credit reports. We recommend that you remain vigilant by reviewing account statements and monitoring credit reports. Under federal law, you also are entitled every twelve months to one free copy of your credit report from each of the three major credit reporting companies. To obtain a free annual credit report, go to www.annualcreditreport.com or call 1-877-322-8228. You may wish to stagger your requests so that you receive a free report by one of the three credit bureaus every four months.

If you discover any suspicious items and have enrolled with ID Experts, notify them immediately by calling or by visiting their Member website and filing a theft report.

If you file a theft report with ID Experts, you will be contacted by a member of the Recovery Department who will help you determine the cause of the suspicious items. In the unlikely event that you fall victim to identity theft as a consequence of this incident, you will be assigned an ID Experts Recovery Advocate who will work on your behalf to identify, stop, and reverse the damage quickly.

You should also know that you have the right to file a police report if you ever experience identity fraud. Please note that, in order to file a crime report or incident report with law enforcement for identity theft, you will likely need to provide some kind of proof that you have been a victim. A police report is often required to dispute fraudulent items. You can report suspected incidents of identity theft to local law enforcement or to the Attorney General.

5. Place Fraud Alerts with the three credit bureaus. If you choose to place a fraud alert, we recommend you do this after activating your credit monitoring. You can place a fraud alert at one of the three major credit bureaus by phone and also via Experian's or Equifax's website. A fraud alert tells creditors to follow certain procedures, including contacting you, before they open any new accounts or change your existing accounts. For that reason, placing a fraud alert can protect you but also may delay you when you seek to obtain credit. The contact information for all three bureaus is as follows:

Credit Bureaus

Equifax Fraud Reporting	Experian Fraud Reporting	TransUnion Fraud Reporting
1-800-525-6285	1-888-397-3742	1-800-680-7289
P.O. Box 740241	P.O. Box 9554	P.O. Box 2000
Atlanta, GA 30374-0241	Allen, TX 75013	Chester, PA 19022-2000
www.alerts.equifax.com	www.experian.com	www.transunion.com

It is necessary to contact only ONE of these bureaus and use only ONE of these methods. As soon as one of the three bureaus confirms your fraud alert, the others are notified to place alerts on their records as well. You will receive confirmation letters in the mail and will then be able to order all three credit reports, free of charge, for your review.

6. Security Freeze. By placing a security freeze, someone who fraudulently acquires your personal identifying information will not be able to use that information to open new accounts or borrow money in your name. You will need to contact the three national credit reporting bureaus listed above in writing to place the freeze. Keep in mind

that, when you place the freeze, you will not be able to borrow money, obtain instant credit, or get a new credit card until you temporarily lift or permanently remove the freeze. The cost of placing the freeze varies by the state you live in and for each credit reporting bureau. The Credit Bureau may charge a fee of up to $5.00 to place a freeze, lift, or remove a freeze. However, if you are a victim of identity theft and have filed a report with your local law enforcement agency or submitted an ID Theft Complaint Form with the Federal Trade Commission, there may be no charge to place the freeze.

7. You can obtain additional information about the steps you can take to avoid identity theft from the following agencies. The Federal Trade Commission also encourages those who discover that their information has been misused to file a complaint with them.

California Residents: Visit the California Office of Privacy Protection (www.privacy.ca.gov) for additional information on protection against identity theft.

Kentucky Residents: Office of the Attorney General of Kentucky, 700 Capitol Avenue, Suite 118, Frankfort, KY 40601, www.ag.ky.gov, Telephone: 1-502-696-5300

Maryland Residents: Office of the Attorney General of Maryland, Consumer Protection Division, 200 St. Paul Place, Baltimore, MD 21202, www.oag.state.md.us/Consumer, Telephone: 1-888-743-0023

North Carolina Residents: Office of the Attorney General of North Carolina, 9001 Mail Service Center, Raleigh, NC 27699-9001, www.ncdoj.com, Telephone: 1-919-716-6400

All U.S. Residents: Identity Theft Clearinghouse, Federal Trade Commission, 600 Pennsylvania Avenue, NW, Washington, D.C. 20580, www.consumer.gov/idtheft, 1-877-IDTHEFT (438-4338), TDD: 1-202-326-2502