Lime Crime.

Return Mail Processing Center
PO Box 6336
Portland, OR

<<mail id>>
<<Name>>
<<Address>>
<<City>><<State>><<Zip>>

<<Date>>

Dear <<Insert Name>>,

Lime Crime is writing to inform you of an incident involving personal information you provided to limecrime.com (the "Website"). We value our relationship with you, and as a precaution, we are providing this notice and outlining some steps you may take to help protect yourself. We sincerely apologize for any frustration or concern this may cause you.

On February 11, 2015, after an extensive forensic investigation, we learned that on October 4, 2014 unauthorized individuals installed malicious software on the computer server hosting the Website. We believe the malware could have compromised the personal information of customers that made credit or debit card purchases through the Website between October 4, 2014 and February 15, 2015, including name, address, website username and password, payment card account number, card expiration date, and payment card security code. According to our records, you made a payment card purchase at the Website during that timeframe and your information may be at risk.

Lime Crime takes the privacy of personal information seriously, and deeply regrets that this incident occurred. We have taken steps to address this incident including temporarily taking the Website offline to prevent any further theft of personal information. In addition, we replaced the e-commerce platform we previously used with a new platform, which has undergone a security vulnerability scan and code review and is further certified as PCI compliant. As of now, the incident has been contained and eliminated.

We want to make you aware of steps you can take to guard against fraud or identity theft. We recommend that you review your current and past credit and debit card account statements as soon as possible for discrepancies or unusual activity. You should remain vigilant and continue to monitor your statements for unusual activity going forward. If you see anything you do not understand or that looks suspicious, or if you suspect that any fraudulent transactions have taken place, you should call the bank that issued the credit or debit card immediately.

We are also initiating a password reset for the Website, which will require you to change your password. Please note, if you use the same password for limecrime.com on other online accounts, we recommend that you change your password for those accounts as well.

We also recommend that you carefully check your credit reports for accounts you did not open or for inquiries from creditors you did not initiate. If you see anything you do not understand, call the credit agency immediately. If you find any suspicious activity on your credit reports, call your local police or sheriff's office, and file a police report for identity theft and get a copy of it. You may need to give copies of the police report to creditors to clear up your records. Also, please review the enclosed "Information about Identity Theft Protection" reference guide that describes additional steps you may take to help protect yourself, including details on how to place a fraud alert or security freeze on your credit file.

In addition, to help protect your identity, we have engaged Experian®, the largest credit bureau in the U.S., to offer you complimentary fraud resolution and identity protection services for one-year. If you are a victim of fraud, simply call Experian at 866-926-9801 by February 19, 2016 and a dedicated Identity Theft Resolution agent will help you. Please provide the following ***engagement number*** as proof of eligibility: PC92292. We also encourage you activate Experian's ProtectMyID® Elite product, which provides you with identity monitoring and protection services. To enroll visit www.protectmyid.com/protect by February 19, 2016 and use the following *activation code*: [ACTIVATION CODE].

For further information, visit the FAQs that we created for this incident at www.limecrime.com/security. Finally, if you wish to enroll for ProtectMyID® Elite over the phone, or if you have additional questions or concerns about this incident, you may call 866-926-9801 between the hours of 9:00 AM and 5:00 PM (Pacific Time), Monday through Friday (excluding holidays). Again, we are sorry for any inconvenience or concern this event may cause you.

Sincerely,

Mark Dumbelton, President

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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 online at www.annualcreditreport.com, by calling toll-free 1-877-322-8228, or by mailing 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, GA 30374-0241	Allen, TX 75013	Fullerton, CA 92834-6790
800-685-1111; www.equifax.com	888-397-3742; www.experian.com	800-916-8800; www.transunion.com

You should remain vigilant with respect to reviewing your account statements and credit reports, and you should 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 and protection against identity theft: Federal Trade Commission, Consumer Response Center 600 Pennsylvania Avenue, NW, Washington, DC 20580, 1-877-IDTHEFT (438-4338), www.ftc.gov/idtheft

For residents of Maryland: 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

For residents of North Carolina: 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 contacting any of the three national credit reporting agencies at the addresses or toll-free numbers listed below:

Equifax	Experian	TransUnion
P.O. Box 740241	P.O. Box 9532	Fraud Victim Assistance Division
Atlanta, GA 30374-0241	Allen, TX 75013	P.O. Box 6790
877-478-7625; www.equifax.com	888-397-3742; www.experian.com	Fullerton, CA 92834-6790
		800-916-8800; 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
P.O. Box 105788	P.O. Box 9554	Fraud Victim Assistance Division
Atlanta, GA 30348	Allen, TX 75013	P.O. Box 6790
www.equifax.com	www.experian.com	Fullerton, CA 92834-6790
		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.