



August 10, 2015

[INDIVIDUAL NAME]

[STREET ADDRESS]

[CITY, STATE AND POSTAL CODE]

Dear [INDIVIDUAL NAME]:

We value your business and respect the privacy of your information, which is why, as a precautionary measure, we are writing to let you know about a data security incident that involves your personal information.

Between June 3, 2015 and July 28, 2015 (“Affected Dates”), Mohu’s computer systems were compromised by a hacker who penetrated Mohu’s security systems, inserted malicious code into the systems, and removed sensitive data, including the names, addresses, email addresses, phone numbers and credit card information (number, expiration date and CVV code) of approximately 2,500 customers who purchased products from the [www.gomohu.com](http://www.gomohu.com) website during the Affected Dates.

Mohu values your privacy and deeply regrets that this incident occurred. Mohu is conducting a thorough review of the potentially affected computer systems and records and will notify you if there are any significant developments. Mohu has implemented additional security measures designed to prevent a recurrence of such an attack, and to protect the privacy of Mohu’s valued customers.

Mohu also is working closely with major credit card suppliers and federal and state law enforcement to ensure the incident is properly addressed.

Please also review the attachment to this letter (Steps You Can Take to Further Protect Your Information) for further information on steps you can take to protect your information and how to receive free credit monitoring for one year.

For further information and assistance, please contact our data security response team at 800-485-3205 between 8:00 a.m. and 5:00 p.m. EST, Monday through Friday.

Sincerely,

Mark Buff  
Chief Executive Officer

## STEPS YOU CAN TAKE TO FURTHER PROTECT YOUR INFORMATION

### ▪ **Review Your Account Statements and Notify Law Enforcement of Suspicious Activity**

As a precautionary measure, we recommend that you remain vigilant by reviewing your account statements and credit reports closely. 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 also should 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. You have the right to obtain a police report regarding the breach.

To file a complaint with the FTC, go to [www.ftc.gov/idtheft](http://www.ftc.gov/idtheft) or call 1-877-1D-THEFT (877-438-4338). Complaints filed with the FTC will be added to the FTC's Identity Theft Data Clearinghouse, which is a database made available to law enforcement agencies.

### ▪ **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. You can print a copy of the request form at <https://www.annualcreditreport.com/cra/requestformfinal.pdf>. Or you can elect to purchase a copy of your credit report by contacting one of the three national credit reporting agencies. Contact information for the three national credit reporting agencies for the purpose of requesting a copy of your credit report or for general inquiries is provided below:

Equifax  
(800) 685-1111  
[www.equifax.com](http://www.equifax.com)  
P.O. Box 740241  
Atlanta, GA 30374

Experian  
(888) 397-3742  
[www.experian.com](http://www.experian.com)  
535 Anton Blvd., Suite 100  
Costa Mesa, CA 92626

TransUnion  
(800) 916-8800  
[www.transunion.com](http://www.transunion.com)  
P.O. Box 6790  
Fullerton, CA 92834

### ▪ **Fraud Alert**

You may want to consider placing a fraud alert on your credit report. An initial fraud alert is free and will stay 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. Additional information is available at <http://www.annualcreditreport.com>.

### ▪ **Credit Report Monitoring**

As an added precaution, Mohu has arranged to have AllClear ID protect your identity for 12 months at no cost to you. The following identity protection services start on the date of this notice and you can use them at any time during the next 12 months.

AllClear SECURE: The team at AllClear ID is ready and standing by if you need identity repair assistance. This service is automatically available to you with no enrollment required. If a problem arises, simply call 877-676-0379 and a dedicated investigator will do the work to recover financial losses, restore your credit and make sure your identity is returned to its proper condition. AllClear ID maintains an A+ rating at the Better Business Bureau.

AllClear PLUS: This service offers additional layers of protection including identity theft monitoring that delivers secure, actionable alerts to you by phone and \$1,000,000.00 Identity Theft Insurance Coverage. To use the PLUS service, you will need to provide your personal information to AllClear ID. You may sign up online at [enroll.allclearid.com](http://enroll.allclearid.com) using the following redemption code: {REDEMPTIONCODE}. Please note: Additional steps may be required by you in order to activate your phone alerts.

- **Security Freeze**

In some US 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 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**

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 also 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](mailto: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.