Dear [Individual's Name]:

As you are a valued customer of New England Calendar and Novelty Company ("New England Calendar"), protecting your privacy is a top concern. We have learned that, due to a security breach involving our website (http://www.newenglandcalendar.com), an unauthorized and unknown party was able to access the information of customers that had purchased products online from New England Calendar. We became aware of this issue on November 12, 2015 and conducted an investigation with our website vendor. We have determined that your personal information, such as your name, address, e-mail address, site password, and payment card information, was accessed on or around September 24, 2015 and may have been compromised.

Be assured that we are taking this incident very seriously and have reacted swiftly. As soon as we became aware of this issue, we worked with our vendor to delete all stored data and remove the offending code in order to prevent further unauthorized access. We have also reset all passwords to our website. We promptly contacted law enforcement to report the incident. We continue to investigate this incident with law enforcement and our vendor.

We advise you to remain vigilant by reviewing your account statements and monitoring your credit reports regularly. If you see unauthorized activity on your account statements, you should contact your financial institution or payment card issuer directly. You also should promptly report any fraudulent activity or any suspected incidence of identity theft to proper law enforcement authorities and/or the Federal Trade Commission. You may obtain a copy of your credit report, free of charge, whether or not you suspect any unauthorized activity on your account, by contacting one or more of the following national consumer reporting agencies:

Equifax Credit Information Services, Inc.
P.O. Box 105788
Atlanta, GA 30348
(888) 766-0008
www.equifax.corn

Experian
P.O. Box 9554
Allen, TX 75013
(888) 397-3742
www.experian.com

TransUnion Fraud
Victim Assistance Department
P.O. Box 6790
Fullerton, CA 92834
(800) 680-7289
www.transunion.com

Please know we take very seriously our responsibility to safeguard your personal information. We sincerely apologize for the worry this situation may cause you.

In the meantime, please contact us at 1-800-721-7725 to access your account information and to process any transactions that would have otherwise been performed through our website.

Please call me at 1-800-721-7725 with any questions regarding the above.

Again, please accept our sincere apologies for this regrettable incident.