



September 30, 2015

Dear [Customer Name]:

We recently learned that the section of our online store at www.streetsofnewyork.com that processes gift card orders was subject to an online attack, and as a result, approximately 250 credit card numbers used for gift card purchases made since late 2009 and certain other customer information may have been accessed by unauthorized parties. At this time, we do not believe that any ordering or services other than those related to our gift cards were affected. Upon learning of this incident, we immediately took steps to block further unauthorized access and investigate. We have also contacted law enforcement and have been cooperating with their investigations.

We have reason to believe that your credit card information was among those compromised and have contacted our credit card processor so they can be alerted to any potential fraud or other unauthorized activity.

The other customer data involved may include information that you shared with us when purchasing a gift card such as your name, mailing address, and/or telephone number.

We take seriously our responsibility to protect the personal information you provide to us and apologize for this unfortunate event. We have been actively investigating the incident with the assistance of law enforcement authorities and immediately took steps to protect our website against further unauthorized access.

We recommend that you guard against identity theft by vigilantly monitoring account statements and free credit reports available through the major credit bureaus listed below. We also urge you to report any suspected incidents of identity theft to local law enforcement or to your state Attorney General's office.

You can learn more about how to protect yourself against identity theft by contacting the Federal Trade Commission (FTC) toll-free at (877) ID-THEFT (43-84338), by mail at 600 Pennsylvania Avenue NW Washington, D.C. 20580, or through their website at <https://www.ftccomplaintassistant.gov>. You can also contact your state Attorney General's office, or one of the three major credit bureaus listed here:

Equifax
P.O. Box 740250
Atlanta, GA 30374
www.equifax.com
Toll free: (800) 525-6285

Experian
P.O. Box 2002
Allen, TX 75013
www.experian.com
Toll free: (888) 397-3742

TransUnion
P.O. Box 2000
Chester, PA 19022
www.transunion.com
Toll free: (800) 680-7289

At your request, the credit bureaus can place a fraud alert on your credit file. A fraud alert lets creditors know to contact you before opening any new accounts or changing your existing accounts. If you contact one credit bureau, it is required to notify the other two, which will also place an alert on their versions of your credit report.

For MASSACHUSETTS residents: Under Massachusetts law, you have the right to obtain any police report filed regarding this incident. You may also choose to place a security freeze on your credit report. Note that while a security freeze prohibits a credit reporting agency from releasing any information from your credit report without your authorization, it may delay or otherwise interfere with any requests you make for loans or other services. Information regarding how you place a security freeze is at the end of this letter.

For MARYLAND residents: You can also contact the Maryland Attorney General's Office for more information about preventing identity theft at:

Attorney General of Maryland
200 St. Paul Place
Baltimore, MD 21202
Telephone: (410) 576-6300
Toll-Free Telephone: (888) 743-0023

For NORTH CAROLINA residents: You can also contact the North Carolina Attorney General's Office for more information about preventing identity theft at:

North Carolina Attorney General's Office
9001 Mail Service Center
Raleigh, NC 27699-9001
Telephone: (919) 716-6400
Fax: (919) 716-6750

For more resources on how to protect yourself against identity theft or for any other assistance related to this incident, please contact us at 602-953-8777 or 11811 N. Tatum Blvd, Phoenix, AZ 85028, or visit www.streetsofnewyork.com.

Sincerely,

Rick Peterson
COO, Streets of New York

To place a security freeze on your credit report, you must make a written request to each of the three major bureaus. You may contact the bureaus using the information here:

Equifax Security Freeze
P.O. Box 105788
Atlanta, GA 30348
www.equifax.com
Toll free: (800) 685-1111

Experian Security Freeze
P.O. Box 9554
Allen, TX 75013
www.experian.com
Toll free: (888) 397-3742

TransUnion
P.O. Box 2000
Chester, PA 19022
www.transunion.com
Toll free: (800) 680-7289

If you have been a victim of identity theft and you provide the credit reporting bureau with a valid police report, it cannot charge you to put in place, lift, or remove a security freeze. Otherwise, a credit reporting agency may charge you up to \$5.00 each to put in place, temporarily lift, or permanently remove a security freeze.

In order to request a security freeze, you will need to provide some or all of the following information:

1. Your full name (including middle initial as well as Jr., Sr., II, III, etc.);
2. Social Security number;
3. Date of birth;
4. Addresses where you have lived over the prior five (5) years;
5. Proof of current address such as a current utility bill or telephone bill;
6. A legible photocopy of a government-issued identification card (state driver's license or ID card, military identification, etc.)
7. If you are a victim of identity theft, a copy of either the police report, investigative report, or complaint to a law enforcement agency concerning identity theft;

If you are not a victim of identity theft, you will need to include payment by check, money order, or credit card (Visa, MasterCard, American Express or Discover only). Do not send cash through the mail.

The credit reporting agencies have three (3) business days after receiving your request to place a security freeze on your credit report. The credit bureaus must also send written confirmation to you within five (5) business days and provide you with a unique personal identification number (PIN) or password, or both that can be used by you to authorize the removal or lifting of the security freeze.