

Delivering on A promise.SM



Dear _____:

I hope you've had time to read the letter I sent you last week, telling you about some malware (malicious software) that was placed on Dead River Company's computer systems without our permission. We understand that letter may have been unsettling.

As I said I would, I am writing to follow up to be sure that you understand this incident and the help we are providing you. I want to tell you three important things.

First, we're sorry. Let me offer our sincerest apologies for any inconvenience or frustration this episode may have caused you. We take this incident, and the security of your information, seriously. We value your business, but more importantly, we value your trust.

Second, we're eager to help. We understand that you may have additional questions or concerns. Please don't hesitate to call Dead River Company's Customer Relationship Center and ask for assistance if you feel you need it. We are also offering you one-year of identity and credit monitoring to provide you with protection and peace of mind in the wake of this incident. The enclosed communication provides detailed information about these services from a leading vendor, and instructions about how you can sign up for them, at no cost to you.

Finally, I want to provide you with some legally required notifications. Unfortunately, these kinds of cyber attacks targeting businesses, governments and individuals are common enough that states have laws requiring certain notifications in such events. The enclosed notice contains additional information in accordance with state requirements.

The enclosed information is important. Please take some time to read it carefully.

Again, we are sorry that this incident happened. We are eager to help. If you have any questions, or would like to discuss this further, please contact Dead River Company's Customer Relationship Center at 1-855-317-4837, Monday through Friday, 8:00 a.m. – 5:00 p.m.

Sincerely,

Robert A. Moore
President
Dead River Company

State Notification Requirements

About your personal information

On March 6, 2013, Dead River Company detected the presence of malware on its computer network. The Company immediately commenced an investigation into the incident, and retained third-party cyber forensic experts to assist in the identification, isolation and removal of the malware from its network, as well as the identification of what information on its network, if any, was at risk as a result of the malware. The affected network was shut down on March 8, effectively disabling the malware.

Although this investigation is ongoing, it appears that the personal information of a very small number of Dead River Company customers may be at risk as a result of this malware. These customers are individuals who, either over the phone or in person and on or between March 6, 2013 and March 8, 2013:

- Provided credit card or debit card information;
- Provided financial account information for an electronic funds transfer; or
- Applied for charge approval privileges

These transactions are those that required a Dead River Company customer service representative to type information into a web browser from a Company computer. The personal information at risk may include your name, address, Social Security Number, and financial account, debit or credit card number.

Dead River Company is providing this notification to all customers who may have provided financial information during this period of time, either over the phone or in person, to a Dead River Company customer service representative in order to render payment or apply for charge-approval privileges.

We are not aware of any actual or attempted misuse of your personal information. However, we want to provide you with advice on ways to protect yourself.

Enroll in Free credit monitoring service for 12 months

We have retained AllClear ID to provide – at no cost to you – one year of its AllClear Credit Monitoring, ID Theft Insurance Policy, and AllClear ID Repair Services under its AllClear Pro Plan. Enrollment instructions are included in this packet.

Recommendations to protect you from identity theft

To further assist in protecting against possible identity theft or other financial loss and in addition to activating your AllClear ID program membership, we encourage you to remain vigilant, to review your account statements, and to monitor your credit reports for suspicious activity. Under U.S. law, you are entitled to one free credit report annually from each of the three major credit bureaus. To order your free credit report, visit www.annualcreditreport.com or call, toll-free, 1-877-322-8228. You may also contact the three major credit bureaus directly to request a free copy of your credit report. The contact information for these bureaus is below.

At no charge, you can also have these credit bureaus place a “fraud alert” on your file, which alerts creditors to take additional steps to verify your identity prior to granting credit in your name. Note, however, that because it tells creditors to follow certain procedures to protect you, it may also delay

your ability to obtain credit while the agency verifies your identity. As soon as one credit bureau confirms your fraud alert, the others are notified to place fraud alerts on your file. Should you wish to place a fraud alert, or should you have any questions regarding your credit report, please contact any one of the agencies listed below:

Equifax
P.O. Box 740241
Atlanta, GA 30374
800-685-1111
www.equifax.com

Experian
P.O. Box 2104
Allen, TX 75013
888-397-3742
www.experian.com

TransUnion
P.O. Box 2000
Chester, PA 19016
800-888-4213
www.transunion.com

Instances of known or suspected identity theft should also be reported to law enforcement, and to your state's Attorney General. Your state Attorney General may also have advice on preventing identity theft.



DON'T WAIT. SIGN-UP NOW FOR YOUR COMPLIMENTARY IDENTITY PROTECTION.

www.Enroll.AllClearID.com

AllClear ID provides advanced and effective identity theft protection to help safeguard your personal information. AllClear ID protection gives you the ability to respond to threats to your identity faster by delivering secure phone alerts that enables you to take immediate action if you suspect your identity is at risk.

Three Easy Ways to Enroll:

Have questions? Call {AllClearIDPhone}

Online: Visit enroll.allclearid.com

By Phone: Call 1-866-979-2595 Mon. – Sat., 8am–8pm Central Time

By Mail: Use form included in letter

Your Redemption Code: {ActivationCode}

Complete identity protection from AllClear ID includes:

- **Credit Monitoring:** Monitors credit activity and sends alerts when banks and creditors use your identity to open new accounts*
- **Fraud Detection:** Monitors thousands of sources for stolen and compromised data
- **Fast & Secure Alerts by Phone:** Delivers quick, secure, detailed alerts if your personal information is threatened, so you can take fast action to protect your identity
- **Live AllClear™ Investigators:** When you receive a secure phone alert and suspect fraud, press the star key to be connected to an investigator dedicated to your case
- **Identity Repair:** Award-winning AllClear Investigators work to fully restore your identity
- **\$1,000,000 Identity Theft Insurance:** Covers certain financial losses related to recovering your identity
- **Lost Wallet Protection:** AllClear Investigators help cancel and replace credit and debit cards if your wallet is lost or stolen
- **Long-term Coverage:** Identity repair provided after the initial service period ends
- **ChildScan:** Detects & repairs identify theft for minors under 18 years old

* Please Note: Additional action after registration may be required by you in order to activate certain features of the service. Mailed registrations may take up to ten (10) business days before the registration is received and you are able to log-in to activate these features.

AllClear ID was awarded 5 Stevie Awards for outstanding customer service



AllClear ID is rated A+ by the Better Business Bureau

