



{Mail Date}

{Full Name}
{Street Address}
{City, ST ZIP+4}

Re: Important Notice Regarding Credit Card Account Ending in XXXX.

Dear Name:

It is with regret that I write you today regarding a data security incident. During routine server maintenance in mid-December, we learned that on or about December 3, 2012, a hacker gained unauthorized access to the webserver used to host our website, resulting in the potential acquisition of your name, address, e-mail address, and information related to your credit card identified above, which you used to purchase merchandise through our website. The credit card numbers were protected using 256-bit encryption; however, it appears that the hacker was able to access this information.

We are writing to inform you of the data intrusion incident and the steps we have been taking to help safeguard your personal information. Upon learning of this incident, we took the following actions: (1) notified the credit card companies and local and federal law enforcement; (2) engaged a forensic investigation firm to investigate the situation; (3) determined what information had been compromised; (4) committed to notify affected individuals; and (5) took immediate remedial actions to further enhance security.

As always, we recommend that you remain vigilant and review your account statements and credit reports regularly. You can request a copy of your credit report free of charge through www.annualcreditreport.com. We have established a dedicated call center to answer questions about this incident. If you have any questions regarding this incident, please contact the call center at **(877) 288-8057** from 9:00 a.m. to 9:00 p.m. Monday through Friday, and 12:00 p.m. through 8:00 p.m. Saturday and Sunday, Eastern Time. Please note that the reverse side of this letter contains additional useful information regarding steps you can take to protect yourself from identity theft.

We take seriously our obligation to protect our customers' information, and we regret any inconvenience or concern that this incident may cause.

Sincerely,

Paul S. Paresky
President

U.S. State Notification Requirements

For residents of California, Hawaii, Illinois, Iowa, Maryland, Michigan, Missouri, North Carolina, Oregon, Vermont, Virginia, West Virginia, and Wyoming:

We are required by state law to inform you that you may obtain a copy of your credit report, free of charge, whether or not you suspect any unauthorized activity on your account. It is recommended by state law that you remain vigilant for incidents of fraud and identity theft by reviewing account statements and monitoring your credit report for unauthorized activity. You may obtain a free copy of your credit report by contacting any one or more of the following national consumer reporting agencies:

Equifax

P.O. Box 740241
Atlanta, GA 30374
1-800-685-1111
www.equifax.com

Experian

P.O. Box 2104
Allen, TX 75013
1-888-397-3742
www.experian.com

TransUnion

P.O. Box 2000
Chester, PA 19022
1-800-888-4213
www.transunion.com

For residents of Iowa:

State law advises you to report any suspected identity theft to law enforcement or to the Attorney General.

For residents of Oregon:

State law advises you to report any suspected identity theft to law enforcement, as well as the Federal Trade Commission.

For residents of Maryland and North Carolina:

You can obtain information from the Maryland and North Carolina Offices of the Attorney General and the Federal Trade Commission about steps you can take to avoid identity theft.

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

North Carolina Office of the Attorney General

Consumer Protection Division
9001 Mail Service Center
Raleigh, NC 27699-9001
1-877-566-7226
www.ncdoj.com

Federal Trade Commission

Consumer Response Center
600 Pennsylvania Avenue, NW
Washington, DC 20580
1-877-IDTHEFT (1-877-438-4338)
www.ftc.gov/bcp/edu/microsites/idtheft/

For residents of Puerto Rico:

You can obtain information the Federal Trade Commission at www.ftc.gov/bcp/edu/microsites/idtheft/ regarding steps you can take to avoid identity theft.

For residents of West Virginia

You have the right to place a security freeze on your credit report. A security freeze is intended to prevent credit, loans and services from being approved in your name without your consent; however, using a security freeze may delay your ability to obtain credit.

To place a security freeze on your credit report, you need to send a request to each consumer reporting agency by certified mail, overnight mail, or regular stamped mail. The following information must be included when requesting a security freeze: (1) full name, with middle initial and any suffixes; (2) Social Security number; (3) date of birth; (4) current address and any previous addresses for the past five years; and (5) any applicable incident report or complaint with a law enforcement agency or the Registry of Motor Vehicles. The request must also include a copy of a government-issued identification card and a copy of a recent utility bill or bank or insurance statement. It is essential that each copy be legible, display your name and current mailing address, and the date of issue. The consumer reporting agency may charge a fee of up to \$5.00 to place a freeze or lift or remove a freeze, unless you are a victim of identity theft or the spouse is a victim of identity theft, and you have submitted a valid police report relating to the identity theft incident to the consumer reporting agency.

Equifax Security Freeze

P.O. Box 105788
Atlanta, Georgia 30348
www.equifax.com

Experian Security Freeze

P.O. Box 9554
Allen, TX 75013
www.experian.com

TransUnion (FVAD)

P.O. Box 6790
Fullerton, CA 92834
www.transunion.com

For residents of Illinois

You may obtain information about fraud alerts and security freezes from the Federal Trade Commission at the contact information provided above and the following consumer reporting agencies:

Equifax

P.O. Box 740241
Atlanta, Georgia 30374
www.equifax.com
1-877-478-7625

Experian

P.O. Box 2104
Allen, TX 75013
www.experian.com
1-888-397-3742

TransUnion (FVAD)

P.O. Box 6790
Fullerton, CA 92834
www.transunion.com
1-800-680-7289