C/O ID Experts
PO Box 10444
Dublin, Ohio 43017

<<First Name>> <<Last Name>>
<<Address1>> <<Address2>>
<<City>>, <<State>> <<Zip>>

February 15, 2019

NOTICE OF DATA BREACH

Dear <<First Name>> <<Last Name>>:

We are writing to provide you with information about a data incident involving CJ Products Inc. You are receiving this letter because you have purchased products from the CJ Products website, www.pillowpets.com during the period beginning August 30, 2017 and ending April 9, 2018.

What Happened?

After noticing an unusual code imbedded within our website, on April 18, 2017, we hired a specialized forensic IT firm to investigate. On January 28, 2019, the specialized forensic IT firm determined that there was unauthorized access to our website code from a foreign IP address between August 30, 2017 and April 9, 2018. The code was immediately removed from the site and measures were immediately implemented to prevent further access to customer information. As a result of this access, Credit Card data inputted by customers is considered at risk of exposure. Accordingly, we are notifying everyone whose information passed through our system out of an abundance of caution.

What Information Was Involved?

As a customer of pillowpets.com during the aforementioned period, the information on our system may have included your: first and last name, address and credit card number.

What We Are Doing.

In addition to the steps outlined above, we notified the local Police Department, all three credit bureaus, and the applicable state agencies of this incident. Further, we are reviewing office policies and procedures to ensure all security measures are taken to avoid such an incident from occurring again. In this endeavor, we hired IT specialists to determine what happened and confirm the security of our network. Lastly, we are working with law enforcement in their investigation of the criminals.

What You Can Do.

We recommend that you place a fraud alert on your credit file. A fraud alert tells creditors to contact you before they open any new accounts or change your existing accounts. Call any one of the three major credit bureaus. As soon as one credit bureau confirms your fraud alert, the others are notified to place fraud alerts. The initial fraud alert stays on your credit report for 90 days. You can renew it after 90 days.

Equifax: equifax.com or 1-800-525-6285
Experian: experian.com or 1-888-397-3742
TransUnion: transunion.com or 1-800-680-7289

Request that all three credit reports be sent to you, free of charge, for your review. Even if you do not find any suspicious activity on your initial credit reports, the Federal Trade Commission (FTC) recommends that you check your credit reports periodically. Thieves may hold stolen information to use at different times. Checking your credit reports periodically can help you spot problems and address them quickly.

If you find suspicious activity on your credit reports or have reason to believe your information is being misused, file a police report. Get a copy of the police report; you may need it to clear up the fraudulent debts.

If your personal information has been misused, visit the FTC's site at IdentityTheft.gov to get recovery steps and to file an identity theft complaint. Your complaint will be added to the FTC's Consumer Sentinel Network, where it will be accessible to law enforcers for their investigations. 12 You also may want to consider contacting the major credit bureaus at the telephone numbers above to place a credit freeze on your credit file. A credit freeze means potential creditors cannot get your credit report. That makes it less likely that an identify thief can open new accounts in your name. The cost to place and lift a freeze depends on state law. Find your state Attorney General's office at naag.org to learn more.

We have enclosed Information about Identity Theft Protection, to help you guard against and deal with identity theft.

Additionally, we encourage you to contact ID Experts with any questions by calling 1-877-900-4669 or going to https://ide.myidcare.com/cjproducts. MyIDCare experts are available Monday through Friday from 5 am - 5 pm Pacific Time.

For More Information.

Protecting your information is incredibly important to us, as is addressing this incident with the information and assistance you may need. If you have any questions or concerns, please call IDExperts at 1-877-900-4669.

Very truly yours,
CJ Products Inc.

Information about Identity Theft Protection

We recommend you remain vigilant with respect to reviewing your account statements and credit reports, and promptly report any suspicious activity or suspected identity theft to us and to the proper law enforcement authorities, including local law enforcement, your state's attorney general and/or the Federal Trade Commission ("FTC"). You may contact the FTC or your state's regulatory authority to obtain additional information about avoiding identity theft.

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

For residents of Maryland: You may also obtain information about preventing and avoiding identity theft from the Maryland Office of the Attorney General:

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

For residents of Massachusetts: You also have the right to obtain a police report.

For residents of North Carolina: You may also obtain information about preventing and avoiding identity theft from the North Carolina Attorney General's Office:

North Carolina Attorney General's Office, Consumer Protection Division 9001 Mail Service Center, Raleigh, NC 27699-9001, 1-877-5-NO-SCAM, www.ncdoj.gov

For residents of Rhode Island: You may contact the Attorney General's office at, http://www.riag.ri.gov/ or (401) 274-4400

Fraud Alerts: There are also two types of fraud alerts that you can place on your credit report to put your creditors on notice that you may be a victim of fraud: an initial alert and an extended alert. You may ask that an initial fraud alert be placed on your credit report if you suspect you have been, or are about to be, a victim of identity theft. An initial fraud alert stays on your credit report for at least 90 days. You may have an extended alert placed on your credit report if you have already been a victim of identity theft with the appropriate documentary proof. An extended fraud alert stays on your credit report for seven years. You can place a fraud alert on your credit report by calling the toll-free fraud number of any of the three national credit reporting agencies listed below.

Equifax: 1-888-766-0008, www.equifax.com

Experian: 1-888-397-3742, www.experian.com

TransUnion: 1-800-680-7289, fraud.transunion.com

Credit Freezes (for Non-Massachusetts Residents): You may have the right to put a credit freeze, also known as a security freeze, on your credit file, so that no new credit can be opened in your name without the use of a PIN number that is issued to you when you initiate a freeze. A credit freeze is designed to prevent potential credit grantors from accessing your credit report without your consent. If you place a credit freeze, potential creditors and other third parties will not be able to get access to your credit report unless you temporarily lift the freeze. Therefore, using a credit freeze may delay your ability to obtain credit. In addition, you may incur fees to place, lift and/or remove a credit freeze. Credit freeze laws vary from state to state. The cost of placing, temporarily lifting, and removing a credit freeze also varies by state, generally $5 to $20 per action at each credit reporting company. Unlike a fraud alert, you must separately place a credit freeze on your credit file at each credit reporting company. Since the instructions for how to establish a credit freeze differ from state to state, please contact the three major credit reporting companies as specified below to find out more information:

Equifax: P.O. Box 105788, Atlanta, GA 30348, www.equifax.com

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

TransUnion LLC: P.O. Box 2000, Chester, PA, 19022-2000, freeze.transunion.com

You can obtain more information about fraud alerts and credit freezes by contacting the FTC or one of the national credit reporting agencies listed above.