



February 10, 2016

John Doe
123 Main Street
Town, State 07102

Dear John Doe,

We at Capezio value your business and respect the privacy of your personal information, which is why we are writing to notify you of a data security incident at Capezio. Our website, www.capezio.com, experienced a data security breach which may have compromised the personal information of some of our shoppers. In spite of our security measures, cyber attackers forced their way into our website in October 2015, inserting malware into the software supporting our website. The malware was present until late November, when it was discovered. We immediately removed it and took steps to secure our system. We also immediately reported the cyber-attack to the Economic Crimes Unit of the Office of the United States Attorney for the District of New Jersey.

We also engaged cyber security consultants to analyze the design of our website, the invasion of the website, and the steps already taken to cure the breach and prevent future breaches, as well as to advise on steps that could be taken in the future to further strengthen the website's security. We learned from our consultants that the specific assault experienced by Capezio has been launched by unknown cyber attackers against possibly thousands of websites around the world.

Unfortunately, the malware enabled the cyber attackers to obtain, through electronic means, customer information from some purchasers. This information would have included names, billing and shipping addresses, email addresses, credit card numbers, CVV ("Card Verification Value") numbers, credit card expiration dates, and checkout passwords. While we cannot determine with absolute certainty that your information was stolen, you visited our website during the compromised time period, so your information may have been taken.

We take the security of your personal information very seriously and are very sorry that the privacy of your personal information may have been compromised. To address this situation, we are offering one (1) year of free credit monitoring services through Experian, a national credit reporting agency. To enroll in the credit monitoring service, please see the enclosure, "How To Activate your Experian 'ProtectMyId' Product". In addition, if you have any questions regarding the incident, please contact us at 844-750-9920 or at securityquestions@capezio.com.

Page 2

Once again, we deeply regret this incident and are working to ensure that we deliver a shopping experience at capezio.com that you can trust.

Sincerely,

CAPEZIO 

Enclosure

How to Activate your Experian "ProtectMyID" Product

Experian's ProtectMyID product helps detect possible misuse of your personal information and provides you with superior identity protection support focused on immediate identification and resolution of identity theft.

Activate ProtectMyID Now in Three Easy Steps

1. **ENSURE that you enroll by May 31, 2016** (Your code will not work after this date.)
2. **VISIT the ProtectMyID Web Site to enroll:** www.protectmyid.com/alert
3. **PROVIDE Your Activation Code. Your activation code is:**

If you have questions or need an alternative to enrolling online, please call (877) 297-7780 and provide engagement #: **PC98973**

Additional details regarding your 12-month ProtectMyID Membership:

- A credit card is not required for enrollment.
- Once your ProtectMyID membership is activated, you will receive the following features:
 - **Free copy of your Experian credit report.**
 - **Daily Bureau Credit Monitoring** and alerts of key changes & suspicious activity found on your Experian credit report.
 - **Identity Theft Resolution & ProtectMyID ExtendCARE:** Toll-free access to US-based customer care and a dedicated Identity Theft Resolution agent who will walk you through the process of fraud resolution from start to finish for seamless service. They will investigate each incident; help with contacting credit grantors to dispute charges and close accounts including credit, debit and medical insurance cards; assist with freezing credit files; contact government agencies.
 - It is recognized that identity theft can happen months and even years after a data breach. To offer added protection, you will receive ExtendCARE™, which provides you with the same high-level of Fraud Resolution support even after your ProtectMyID membership has expired.
 - **\$1 Million Identity Theft Insurance:*** Immediately covers certain costs including, lost wages, private investigator fees, and unauthorized electronic fund transfers.

Once your enrollment in ProtectMyID is complete, you should carefully review your credit report for inaccurate or suspicious items. If you have any questions about ProtectMyID, need help understanding something on your credit report, or suspect that an item on your credit report may be fraudulent, please contact Experian's customer care team at 877-297-7780.

* Identity theft insurance is underwritten by insurance company subsidiaries or affiliates of American International Group, Inc. (AIG). The description herein is a summary and intended for informational purposes only and does not include all terms, conditions and exclusions of the policies described. Please refer to the actual policies for terms, conditions, and exclusions of coverage. Coverage may not be available in all jurisdictions.