



[INDIVIDUAL NAME]
[STREET ADDRESS]
[CITY], [STATE] [POSTAL CODE]

August 8, 2016

Dear [SALUTATION]:

We recently became aware of a malware intrusion affecting our e-commerce platform by targeting customers' payment card information. Promptly after discovering the intrusion, we contained it and conducted an in-depth investigation, engaging outside cybersecurity experts to determine the facts. We estimate that the malware operated between July 16 and July 22, 2016. Based on our investigation, we believe this unauthorized person may have accessed documents or records containing your name, billing address, email address and credit card number (including CCV number).

Outdoor Signs America (OSA) values your privacy and deeply regrets that this incident occurred. OSA is conducting a thorough review of the affected computer system, and will notify you if there are any significant developments. OSA has implemented additional security measures designed to prevent a recurrence of such an attack, and to protect the privacy of OSA's valued customers. The company also is working closely with our credit card payment processor and major credit card suppliers to ensure the incident is properly addressed.

Please review the attachment to this letter (Steps You Can Take to Further Protect Your Information) for further information on steps you can take to protect your information and how to receive free credit monitoring for one year.

For further information and assistance, please contact Vanessa Williams at 1-800-225-3148 (Dial 7 and enter extension number 262) between 9 a.m.- 5 p.m. CDT Monday through Friday.

Sincerely,

Tom Sefcik
Vice President and General Manager
EBSCO Sign Group, LLC dba Outdoor Signs America

STEPS YOU CAN TAKE TO FURTHER PROTECT YOUR INFORMATION

Review Your Account Statements and Notify Law Enforcement of Suspicious Activity

As a precautionary measure, we recommend that you remain vigilant by reviewing your account statements and credit reports closely. If you detect any suspicious activity on an account, you should promptly notify the financial institution or company with which the account is maintained. You also should promptly report any fraudulent activity or any suspected incidence of identity theft to proper law enforcement authorities, your state attorney general, and/or the Federal Trade Commission. To file a complaint with the FTC, go to www.ftc.gov/idtheft or call 1-877-ID-THEFT (877-438-4338). Complaints filed with the FTC will be added to the FTC's Identity Theft Data Clearinghouse, which is a database made available to law enforcement agencies.

Copy of Credit Report

You may obtain a free copy of your credit report from each of the three major credit reporting agencies once every 12 months by visiting <http://www.annualcreditreport.com>, calling toll-free 877-322-8228, or by completing an Annual Credit Report Request Form (available at <https://www.annualcreditreport.com/gettingReports.action>) and mailing it to Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA 30348. Or you can elect to purchase a copy of your credit report by contacting one of the three national credit reporting agencies. Contact information for the three national credit reporting agencies for the purpose of requesting a copy of your credit report or for general inquiries is provided below:

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

Experian
(888) 397-3742
www.experian.com
535 Anton Blvd., Suite 100
Costa Mesa, CA 92626

TransUnion
(800) 916-8800
www.transunion.com
P.O. Box 6790
Fullerton, CA 92834

Fraud Alert

You may want to consider placing a fraud alert on your credit report. An initial fraud alert is free and will stay on your credit file for at least 90 days. The alert informs creditors of possible fraudulent activity within your report and requests that the creditor contact you prior to establishing any accounts in your name. To place a fraud alert on your credit report, contact any of the three credit reporting agencies identified above. Additional information is available at <http://www.annualcreditreport.com>.

Security Freeze

In some US states, you have the right to put a security freeze on your credit file. This will prevent new credit from being opened in your name without the use of a PIN number that is issued to you when you initiate the freeze. A security freeze is designed to prevent potential creditors from accessing your credit report without your consent. As a result, using a security freeze may interfere with or delay your ability to obtain credit. You must separately place a security freeze on your credit file with each credit reporting agency. Additionally, if you request a security freeze from a consumer reporting agency there may be a fee up to \$5 to place, lift or remove the security freeze. In order to place a security freeze, you may be required to provide the consumer reporting agency with information that identifies you including your full name, Social Security number, date of birth, current and previous addresses, a copy of your state-issued identification card, and a recent utility bill, bank statement or insurance statement.

Additional Free Resources on Identity Theft

You may wish to review the tips provided by the Federal Trade Commission on how to avoid identity theft. For more information, please visit <http://www.ftc.gov/idtheft>, call 1-877-ID-THEFT (877-438-4338), or write to the Division of Privacy and Identity Protection, 600 Pennsylvania Ave. NW, Washington, DC 20580.

Maryland residents may also wish to review information provided by the Maryland Attorney General on how to avoid identity theft at <https://www.oag.state.md.us/idtheft/index.htm>, or by sending an email to idtheft@oag.statemd.us, or calling 410-576-6491 or 888-743-0023.

North Carolina residents may wish to review information provided by the North Carolina Attorney General at <http://www.ncdoj.gov>, by calling 877-566-7226, or writing to 9001 Mail Service Center, Raleigh, NC 27699.

Credit Report Monitoring

As an additional precaution for you, we also are offering a complimentary one-year membership of Experian's® ProtectMyID® Alert. This product helps detect possible misuse of your personal information and provides you with identity protection support focused on immediate identification and resolution of identity theft. To activate ProtectMyID®, all you have to do is follow these three easy steps:

1. ENSURE you enroll by: November 30, 2016 (Your code will not work after this date)
2. VISIT the ProtectMyID website to enroll: www.protectmyid.com/redeem
3. PROVIDE your activation code: [EXPERIAN CODE]

If you have questions or need an alternative to enrolling online, please call (877) 371-7902 and provide engagement number [Experian Engagement Number]. 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.**
- **Surveillance alerts for:** key changes and suspicious activity found on your Experian, Equifax® and TransUnion® credit reports.
- **Identity theft resolution and ProtectMyID ExtendCARE:** Toll-free access to U.S.-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; and contact government agencies. 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 insurance¹:** 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) 371-7902.

¹ 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.