

SPORT»BRELLA®

July 30th 2016

Dear [Customer Name]:

We recently learned that the section of our online store at <https://sport-brella.com> that processes customer orders was subject to an online attack, and as a result, credit card numbers, associated CVV codes, and other customer information used to make purchases in recent months may have been accessed by unauthorized parties. Upon learning of this incident, we immediately took steps to block further unauthorized access and to investigate what happened. We have taken definitive action to prevent this type of breach from recurring in the future.

We have reason to believe that your credit card information was among those compromised and have contacted our credit card processor so they can be alerted to any potential fraud or other unauthorized activity. The other customer data involved may include information that you shared with us when making a purchase such as your name, mailing address, email address, and/or telephone number.

We take seriously our responsibility to protect the personal information you provide to us and apologize for this unfortunate event. We have been actively investigating the incident and immediately took steps to protect our website against further unauthorized access. We are also offering 12 months of identity theft prevention services at no cost to our affected customers. In order to take advantage of this offer, please visit <https://sidresponse.merchantsinfo.com> and enter the following promotional code: response726.

We recommend that you guard against identity theft by vigilantly monitoring account statements and free credit reports available through the major credit bureaus listed below. We also urge you to report any suspected incidents of identity theft to local law enforcement or to your state Attorney General's office.

You can learn more about how to protect yourself against identity theft by contacting the Federal Trade Commission (FTC) toll-free at (877) ID-THEFT (43-84338), by mail at 600 Pennsylvania Avenue NW Washington, D.C. 20580, or through their website at <https://www.identitytheft.gov>. You can also contact your state Attorney General's office or one of the three major credit bureaus listed here:

Equifax
P.O. Box 740256
Atlanta, GA 30374
www.equifax.com
Toll free: (800) 525-6285

Experian
P.O. Box 9554
Allen, TX 75013
www.experian.com
Toll free: (888) 397-3742

TransUnion
P.O. Box 2000
Chester, PA 19022
www.transunion.com
Toll free: (800) 680-7289

At your request, the credit bureaus can place a fraud alert on your credit file. A fraud alert lets creditors know to contact you before opening any new accounts or changing your existing accounts. If you contact one credit bureau, it is required to notify the other two, which will also place an alert on their versions of your credit report.

For MASSACHUSETTS residents: Under Massachusetts law, you have the right to obtain any police report filed regarding this incident. You may also choose to place a security freeze on your credit report. Note that while a security freeze prohibits a credit reporting agency from releasing any information from your credit report without your authorization, it may delay or otherwise interfere with any requests you make for loans or other services. Information regarding how you place a security freeze is at the end of this letter.

For MARYLAND residents: You can also contact the Maryland Attorney General's Office for more information about preventing identity theft at:

Office of the Attorney General
200 St. Paul Place
Baltimore, MD 21202
Telephone: (410) 576-6300
Toll-Free Telephone: (888) 743-0023

For NORTH CAROLINA residents: You can also contact the North Carolina Attorney General's Office for more information about preventing identity theft at:

North Carolina Attorney General's Office
9001 Mail Service Center
Raleigh, NC 27699-9001
Telephone: (919) 716-6400
Fax: (919) 716-6750

For RHODE ISLAND residents: Under Rhode Island law, you have the right to file and obtain any police report related to this incident. You may also choose to place a security freeze on your credit report. Note that while a security freeze prohibits a credit reporting agency from releasing any information from your credit report without your authorization, it may delay or otherwise interfere with any requests you make for loans or other services. Information regarding how you place a security freeze is at the end of this letter.

For more resources on how to protect yourself against identity theft or for any other assistance related to this incident, please contact us toll free at (877) 225-7275 or by email at customerservice@sklz.com.

Sincerely,



Will Priest
Vice President, Operations

To place a security freeze on your credit report, you must make a written request to each of the three major bureaus. You may contact the bureaus using the information here:

Equifax Security Freeze
P.O. Box 105788
Atlanta, GA 30348
www.equifax.com
Toll free: (800) 685-1111

Experian Security Freeze
P.O. Box 9554
Allen, TX 75013
www.experian.com
Toll free: (88) 397-3742

TransUnion
P.O. Box 2000
Chester, PA 19022
www.transunion.com
Toll free: (800) 680-7289

If you have been a victim of identity theft and you provide the credit reporting bureau with a valid police report, it cannot charge you to put in place, lift, or remove a security freeze. Otherwise, a credit reporting agency may charge you up to \$5.00 each to put in place, temporarily lift, or permanently remove a security freeze.

In order to request a security freeze, you will need to provide some or all of the following information:

1. Your full name (including middle initial as well as Jr., Sr., II, III, etc.);
2. Social Security number;
3. Date of birth;
4. Addresses where you have lived over the prior five (5) years;
5. Proof of current address such as a current utility bill or telephone bill;
6. A legible photocopy of a government-issued identification card (state driver's license or ID card, military identification, etc.)
7. If you are a victim of identity theft, a copy of either the police report, investigative report, or complaint to a law enforcement agency concerning identity theft;

If you are not a victim of identity theft, you will need to include payment by check, money order, or credit card (Visa, MasterCard, American Express or Discover only). Do not send cash through the mail.

The credit reporting agencies have three (3) business days after receiving your request to place a security freeze on your credit report. The credit bureaus must also send written confirmation to you within five (5) business days and provide you with a unique personal identification number (PIN) or password, or both that can be used by you to authorize the removal or lifting of the security freeze.