

To our loyal Red Dress Boutique customers:

We recently discovered a potential security compromise within [www.reddressboutique.com](http://www.reddressboutique.com) that may involve your personal information.

Our technical team learned that the potential breach occurred early in the morning on Monday, September 14, 2015. Since we take all security threats very seriously, we immediately suspended all transactions. We were able to quickly identify the threat and quickly resolve the issue.

It is unclear whether any personal information was compromised. Red Dress Boutique does not store credit card data, nor do we have any access to it. However, it is a possibility that credit card information [and account log-in/password information] may have been intercepted if you completed a transaction [or logged in] between 12:01 am on September 14, 2015 to 3:00 pm ET on September 15, 2015. You are receiving this letter because you may have placed an order within this time period.

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 (FTC).

To file complaint with the FTC, go to [www.ftc.gov/idtheft](http://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. You may wish to review the tips provided by the FTC on how to avoid identity theft. For more information, please visit <http://www.ftc.gov/idtheft> or call 1-877-ID-THEFT (877-438-4338).

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 and mailing it to Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA 30348. You can print a copy of the request form at <https://www.annualcreditreport.com/cra/requestformfinal.pdf>. 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](http://www.equifax.com)  
P.O. Box 740241  
Atlanta, GA 30374

**Experian**  
(888) 397-3742  
[www.experian.com](http://www.experian.com)  
535 Anton Blvd., Suite 100  
Costa Mesa, CA 92626

**TransUnion**  
(800) 916-8800  
[www.transunion.com](http://www.transunion.com)  
P.O. Box 6790  
Fullerton, CA 92834

You may obtain information from the credit reporting agencies and the FTC about fraud alerts and security freezes.

Maryland residents may also wish to review information provided by the Maryland Attorney General on how to avoid identity theft at <http://www.oag.state.md.us/idtheft>, or by sending an email to [idtheft@oag.statemd.us](mailto:idtheft@oag.statemd.us), or calling 410-576-6491.

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.

We take any potential breaches of security very seriously and want to keep an open line of communication with our valued customers! If you have any questions or concerns, please direct them to our COO & Owner, Josh Harbour at [legal@reddressboutique.com](mailto:legal@reddressboutique.com). As always, thank you for your continued support and loyalty.

Sincerely,

Josh Harbour  
COO