

LOGO

Return Mail Processing Center
PO Box 6336
Portland, OR 97228-6336

Name**Address1****Address2****City, State Zip****Date****Dear Name:**

Travelon values your business and respects the privacy of your information. Therefore, as a precaution, we are notifying you of a data security incident that may have involved your personal information.

What Happened

Based on what we currently know, between November 13, 2015 and June 10, 2016, malicious code was placed on Travelon's server that caused the collection of data that was inputted in the shopping cart application on Travelon's website for transmission to the credit card processing vendor.

What Information Was Involved

Specifically, the malicious code caused the collection of credit card information including card number, expiration date, CVV2 code, name, address, telephone number, and email address from customers purchasing products on our website. To the best of our knowledge, the malicious code did not cause the collection of social security numbers or other information that was not requested to be inputted in our shopping cart application. The collected information may have then been obtained by an outside party.

What Are We Doing

Travelon values your privacy and deeply regrets this incident. We are conducting a thorough review of our affected systems and will notify you if there are any significant developments. In the meantime, to protect our customers' information, Travelon has, among other things, ensured that the malicious code has been deactivated, set up monitoring of our system to detect any reinsertion of the code, and taken actions to prevent orders from being placed through our website. No orders will be taken through our website until we can further ensure the security of your information. Until ordering is restored on our website we suggest that you order our products from on-line retailers that carry our products such as eBags, Amazon or any of our other fine vendors that can be found at www.travelonbags.com/where-to-buy-usa. We have also notified our credit card processing company, which has notified the major credit card companies, of this issue.

What Can You Do

In order to further protect yourself, we recommend that you remain vigilant by reviewing your account statements and credit reports closely. If you detect any suspicious activity, please notify the financial institution or credit card company with which the account is maintained. Additionally, you should report any fraudulent activity or suspected identity theft to your local law enforcement authorities, your state attorney general's office, or the Federal Trade Commission immediately.

To file a complaint with the Federal Trade Commission, go to www.ftc.gov/complaint or call 1-877-IDTHEFT (1-877-438-4338). Complaints filed with the Federal Trade Commission will be added to the Federal Trade Commission's Identity Theft Data Clearinghouse, which is a database made available to law enforcement agencies.

You may also obtain a free copy of your credit report from each of the three major credit reporting agencies once every 12 months by visiting www.annualcreditreport.com, calling toll-free 1-877-322-8228, or by completing an Annual Credit Report Request Form and mailing it to Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA 30348-5281. You can print a copy of the form at www.annualcreditreport.com/manualrequestform.action. Alternatively, 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
www.equifax.com
P.O. Box 740241
Atlanta, GA 30374
1-800-685-1111

Experian
www.experian.com
P.O. Box 4500
Allen, TX 75013
1-888-397-3742

TransUnion
www.transunion.com
2 Baldwin Place
P.O. Box 1000
Chester, PA 19016
1-800-888-4213

We further recommend that you 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 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 regarding fraud alerts is available from the Federal Trade Commission, the three credit reporting agencies, or at www.annualcreditreport.com.

In some states, you have the right to put a security freeze on your credit file. This will prevent access to your credit report, limiting the ability for new accounts to be 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 with each of the three national credit reporting agencies. Additionally, if you request a security freeze from a consumer reporting agency there may be a fee up to \$12 to place, lift or remove the security freeze. In order to place the 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, and a copy of a state-issued identification card, and a recent utility bill, bank statement, or insurance statement. Additional information regarding fraud alerts is available from the Federal Trade Commission and the three national credit reporting agencies.

In addition, and as a precautionary measure to safeguard your information from potential misuse, we have arranged with Equifax® to provide its Credit Watch™ Gold identity theft protection product for one year at no charge to you. A description of this product is provided in the attached material, which also contains instructions about how to enroll (including your personal activation code). If you choose to take advantage of this product, it will provide you with a notification of any changes to your credit information, up to \$25,000 Identity Theft Insurance Coverage, and access to your credit report. You must complete the enrollment process by November 30, 2016. We urge you to review the additional information enclosed with this letter, and consider enrolling in this product, at our expense.

You may also want to review the tips and resources provided by the Federal Trade Commission on how to avoid and deal with identify theft. For more information, please visit www.identitytheft.gov, or call 1-877-IDTHEFT (1-877-438-4338).

For More Information

We have set up a dedicated hotline to answer questions you may have about this issue. For further information and assistance, please contact Travelon at 888-236-0112, between 9:00 AM and 9:00 PM Eastern Time, Monday through Friday, except holidays. You can also visit <http://www.travelonbags.com/warranty-and-faqs#q8> for more information.

Sincerely,

Signature

Don Godshaw
President



Activation Code: **INSERT Credit Monitoring Code**

<p><u>About the Equifax Credit Watch™ Gold identity theft protection product</u></p> <p>Equifax Credit Watch will provide you with an “early warning system” to changes to your credit file. Note: You must be over age 18 with a credit file in order to take advantage of the product.</p>	<p>Equifax Credit Watch provides you with the following key features and benefits:</p> <ul style="list-style-type: none">○ Comprehensive credit file monitoring and automated alerts of key changes to your Equifax credit report○ Wireless alerts and customizable alerts available (available online only)○ Access to your Equifax Credit Report™○ Up to \$25,000 in identity theft insurance with \$0 deductible, at no additional cost to you †○ Live agent Customer Service 7 days a week from 8 a.m. to 3 a.m. to assist you in understanding the content of your Equifax credit information, to provide personalized identity theft victim assistance, and help initiate an investigation of inaccurate information.○ 90 day Fraud Alert placement with automatic renewal functionality* (available online only)
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How to Enroll: You can sign up online or over the phone

<p>To sign up online for online delivery go to www.myservices.equifax.com/gold</p> <ol style="list-style-type: none">1. <u>Welcome Page</u>: Enter the Activation Code provided at the top of this page in the “Activation Code” box and click the “Submit” button.2. <u>Register</u>: Complete the form with your contact information (name, gender, home address, date of birth, Social Security Number and telephone number) and click the “Continue” button.3. <u>Create Account</u>: Complete the form with your email address, create a User Name and Password, check the box to accept the Terms of Use and click the “Continue” button.4. <u>Verify ID</u>: The system will then ask you up to four security questions to verify your identity. Please answer the questions and click the “Submit Order” button.5. <u>Order Confirmation</u>: This page shows you your completed enrollment. Please click the “View My Product” button to access the product features.	<p>To sign up for US Mail delivery, dial 1-866-937-8432 for access to the Equifax Credit Watch automated enrollment process. Note that all credit reports and alerts will be sent to you via US Mail only.</p> <ol style="list-style-type: none">1. <u>Activation Code</u>: You will be asked to enter your enrollment code as provided at the top of this letter.2. <u>Customer Information</u>: You will be asked to enter your home telephone number, home address, name, date of birth and Social Security Number.3. <u>Permissible Purpose</u>: You will be asked to provide Equifax with your permission to access your credit file and to monitor your file. Without your agreement, Equifax cannot process your enrollment.4. <u>Order Confirmation</u>: Equifax will provide a confirmation number with an explanation that you will receive your Fulfillment Kit via the US Mail (when Equifax is able to verify your identity) or a Customer Care letter with further instructions (if your identity can not be verified using the information provided). Please allow up to 10 business days to receive this information.
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Directions for placing a Fraud Alert

A fraud alert is a consumer statement added to your credit report. This statement alerts creditors of possible fraudulent activity within your report as well as requests that they contact you prior to establishing any accounts in your name. Once the fraud alert is added to your credit report, all creditors should contact you prior to establishing any account in your name. To place a fraud alert on your credit file, visit: [https://www.alerts.equifax.com/AutoFraud Online/jsp/fraudAlert.jsp](https://www.alerts.equifax.com/AutoFraudOnline/jsp/fraudAlert.jsp) or you may contact the Equifax auto fraud line at 1-877-478-7625, and follow the simple prompts. Once the fraud alert has been placed with Equifax, a notification will be sent to the other two credit reporting agencies, Experian and Trans Union, on your behalf.

† Identity Theft Insurance underwritten by insurance company subsidiaries or affiliates of American International Group, Inc. 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. This product is not intended for minors (under 18 years of age)

* The Automatic Fraud Alert feature made available to consumers by Equifax Information Services LLC and fulfilled on its behalf by Equifax Consumer Services LLC