



ENDURANCE FUELS

4952 Whitefish Stage Road
Whitefish, MT 59937

800.336.1977 - Toll Free
406.862.1877 - Local
406.862.4543 - Fax

December 14,, 2018

[Customer First Name] [Customer Last Name]
[Address 1] [Address 2]
[City, State, Zip]

NOTICE OF POTENTIAL DATA BREACH

Dear Valued Customer,

It is with deep regret that I am writing to inform you of an incident involving access to information associated with online purchases made on our website www.hammernutrition.com. We are providing notice to you and other potentially affected customers about the incident, the steps we have taken to remediate this malicious breach, and to assure you that our site is now secure.

What Happened?

We discovered our website www.hammernutrition.com experienced an intrusion earlier this year. Our site is operated for us by a third-party company (our “website provider”), and it was the website provider’s systems that experienced the intrusion. The intruder or intruders placed malware on the website provider’s servers, and by doing so gained access to our customers’ payment card data. Our investigation indicates that the intrusion began approximately January 2018 and ended in October 2018. The attackers gained access to customer information, listed below, as transactions were made on the website provider’s systems. Because you used your payment card information for online e-commerce web orders in the past, we are notifying you of this data breach.

What Information Was Involved?

The information that the attacker(s) had access to included debit/credit card number, expiration date and three digit credit card validation code. No other customer information was accessed.

What Are We Doing?

Our website provider has worked with a leading cybersecurity firm to identify and remove the malware from its systems and is actively monitoring the platform to safeguard personal information. A web application firewall has also been installed. Additionally, we have secured our e-commerce credit card payment methodology by employing a third party hosted provider for communications and management of customer’s personal information, including credit and debit card data. www.hammernutrition.com is now 100% secure and safe to use for credit card transactions.

I am very sorry about this data breach and any inconvenience it may have caused you. I appreciate your patronage up until now and hope that it will continue in the future. We strive to not only provide you with superior products, knowledge and customer service, but also to insure you can safely and securely do business with us in this age of the Internet. Our vigilance is heightened in this modern e-commerce era and we will continue to invest in systems and technologies to achieve these goals.

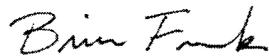


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For More Information

If there is anything else that I can do to assist you, please call 800.336.1977 weekdays between the hours of 9:00 am and 5:00 pm Mountain Time.

Sincerely,

A handwritten signature in black ink that reads "Brian Frank". The signature is written in a cursive, flowing style.

Brian Frank
Owner, Founder and CEO
Hammer Nutrition