



February 5, 2016

«AddressBlock»

Re: Notice of Data Breach

Dear «First_Name» «Last_Name»:

Seirus Innovative Accessories, Inc. recently discovered an incident that may affect the security of your personal information. We are writing to provide you with information regarding the incident, steps we've taken since discovering the incident, and information on what you can do to better protect against identity theft and fraud should you feel it is appropriate to do so.

What Happened? On November 26, 2015, we were notified by the company managing our e-commerce platform that it detected an unauthorized script on the site. The script collected the names, address, email address and credit card information of the customers who made online purchases between November 12 and November 26, 2015. The company managing our e-commerce platform immediately reached out to its software company and obtained a patch. The patch resolved the issue and stopped the script from collecting the data. Since the script was detected, we have no indication of the occurrence of similar incidents. We have also hired a nationally recognized third party investigator to conduct a forensic investigation into the incident.

What Information Was Involved? While our investigation is ongoing, we have determined that the following information relating to you was collected by the script on our e-commerce platform: name, address, e-mail address and credit card information.

What We Are Doing. We take the security of your personal information very seriously and will not tolerate any violations of our customers' privacy. In addition to launching an internal investigation into the incident, we have hired a nationally recognized third party investigator to conduct a forensic investigation into the incident. We are providing notice of this incident to impacted individuals. We are also providing you with information on how to protect against identity theft and fraud and complimentary access to one year of credit monitoring and identity restoration services with Experian's® ProtectMyID Alert product to individuals impacted by this incident. The enclosed Privacy Safeguards Information contains instructions on how to enroll and receive these free services, as well as more information on how to better protect against identity theft and fraud.

What You Can Do? You can review the enclosed Privacy Safeguards Information. You can also enroll to receive the 12 months of free credit monitoring and identity restoration services.

For More Information. We recognize that you may have questions that are not answered in this letter. If you have questions about the incident or this letter, you may contact Scott DeNike, General Counsel at 858-513-1212 or via email at scottd@seirus.com.

Seirus takes your privacy and the security of your information seriously and sincerely regrets any

inconvenience or concern this incident has caused you.

Sincerely,

Wendy Carey

Wendy Carey
Executive Vice President, Chief Financial Officer

PRIVACY SAFEGUARDS INFORMATION

To help protect your identity, we are offering a complimentary one-year membership of Experian's® ProtectMyID Alert product. If you are a victim of fraud, simply call Experian at 1-877-371-7902 by May 31, 2016 and a dedicated Identity Theft Resolution agent will help you restore your identity. Please provide the engagement number in this letter as proof of eligibility.

While Fraud Resolution assistance is immediately available to you, we also encourage you to activate the fraud detection tools available through ProtectMyID Alert. This product provides you with superior identity protection and resolution of identity theft. To start monitoring your personal information, please follow the steps below:

1. **Enroll** by: May 31, 2016 (Your code will not work after this date.)
2. **Visit the ProtectMyID Web Site to enroll:** www.protectmyid.com/redeem, or call 1-877-371-7902 to enroll.
3. **Provide** your activation code: «Code»

If you have questions or need an alternative to enrolling online, please call 1-877-371-7902 and provide Engagement #: PC99063.

ADDITIONAL DETAILS REGARDING YOUR ONE YEAR PROTECTMYID ALERT MEMBERSHIP

A credit card is **not** required for enrollment in ProtectMyID.

Once your ProtectMyID membership is activated, you will receive the following features:

- **Free copy of your Experian credit report**
- **Surveillance Alerts for:**
 - **Daily Bureau Credit Monitoring:** Alerts of key changes & suspicious activity found on your Experian credit report.
- **Identity Theft Resolution & ProtectMyID ExtendCARE:** Toll-free access to US-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; contact government agencies.
 - It is recognized that identity theft can happen months and even years after a data breach. 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

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.

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.

We encourage you to remain vigilant against incidents of identity theft and financial loss by:

- **Ordering and monitoring your credit reports** for suspicious activity. Under U.S. law, everyone is entitled to one free credit report annually from each of the three major credit bureaus. To order a free credit report, visit <http://www.annualcreditreport.com/> or call, toll-free, 1-877-322-8228. Individuals may also contact the three major credit bureaus directly to request a free copy of their credit report:

Equifax	Experian	TransUnion
P.O. Box 105069	P.O. Box 2002	P.O. Box 2000
Atlanta, GA 30348	Allen, TX 75013	Chester, PA 19022
800-525-6285	888-397-3742	800-680-7289
www.equifax.com	www.experian.com	www.transunion.com

- **Placing a “fraud alert” on your credit file.** A “fraud alert” will tell creditors to take additional steps to verify your identity prior to granting credit in your name; however, because it tells creditors to follow certain procedures to protect you, it may also delay your ability to obtain credit while the credit bureaus verify your identity. As soon as one credit bureau confirms your fraud alert, the others are notified to place fraud alerts on your files. You may use the contact information listed above to contact the major credit bureaus and place a “fraud alert” on your credit report.
- **Placing a “security freeze” on your credit file,** that prohibits a credit reporting agency from releasing any information from your credit report without your written authorization but may delay, interfere with, or prevent the timely approval of any requests for new credit. If you have been a victim of identity theft, and provide the credit reporting agency with a valid police report, the credit reporting agency cannot charge to place, lift or remove a security freeze. In all other cases, a credit agency may charge you a fee to place, temporarily lift, or permanently remove a security freeze. You must contact each of the credit reporting agencies separately to place a security freeze on your credit file:

Equifax Security Freeze	Experian Security Freeze	TransUnion LLC
P.O. Box 105788	P.O. Box 9554	P.O. Box 2000
Atlanta, GA 30348	Allen, TX 75013	Chester, PA 19022
800-685-1111	888-397-3742	888-909-8872
800-349-9960 (NY Residents)	www.experian.com	freeze.transunion.com
http://www.freeze.equifax.com		

- **Educating yourself further** on identity theft, fraud alerts, and the steps one can take to protect against identity theft and fraud by contacting the Federal Trade Commission or your state Attorney General. The Federal Trade Commission can be reached at: 600 Pennsylvania Avenue NW, Washington, DC 20580, www.identitytheft.gov, 1-877-ID-THEFT (1-877-438-4338); TTY: 1-866-653-4261. The Federal Trade Commission also encourages those who discover that their information has been misused to file a complaint with them. Instances of known or suspected identity theft should also be reported to law enforcement.
- **Reporting suspicious activity or incidents of identity theft and fraud** to local law enforcement.