



PURVEYORS OF TRADITIONAL NORTH WOODS GEAR &
THE ORIGINAL MANUFACTURERS OF THE FAMOUS DULUTH PACK

October 24, 2014

Attorney General
Office of the Attorney General
33 Capitol Street
Concord, NH 03301

Dear Attorney General:

We are writing to notify you of a breach of security and unauthorized access or use of personal information involving one (1) New Hampshire resident.

NATURE OF THE SECURITY BREACH OR UNAUTHORIZED USE OR ACCESS

We were recently made aware of malicious software being attached to our website. Fortunately, the software prevented new information from being input on the website, however, some payment information was potentially exposed. This information includes names, addresses, and payment account numbers as well as email addresses.

NUMBER OF NEW HAMPSHIRE RESIDENTS AFFECTED

There was one (1) individuals that were affected in New Hampshire whose personal information was subject of this incident. The New Hampshire residents have received or will shortly receive notice by mail. We have included a copy of the notice to the affected New Hampshire resident.

STEPS YOU HAVE TAKEN OR PLAN TO TAKE RELATING TO THE INCIDENT

We take our responsibilities to protect our customer's information *very* seriously. The malicious software has been removed as of September 29, 2014 from our website and as a result of this incident, we have implemented security measures to ensure the confidentiality of the personal information of those we serve.

CONTACT INFORMATION

Please contact [REDACTED] if you have any questions or need further information.

Sincerely,

MARK OESTREICH
CFO

October 24, 2014

«AddressBlock»

RE: card ending «Last_4_of_CC»

Dear Valued Customer:

Please read this letter in its entirety.

We were recently made aware of malicious software being attached to our website. Fortunately, the software prevented new information from being input on the website, however, some payment information was potentially exposed. This information includes names, addresses, and payment account numbers as well as email addresses.

While we have no evidence that any of your personal information was compromised or misused in any manner, we are taking appropriate precautionary measures to ensure your financial security and help alleviate concerns you may have.

We take our responsibilities to protect your information *very* seriously. We are deeply upset by this situation and apologize for any inconvenience. The malicious software has been removed from our website and as a result of this incident, we have implemented security measures to ensure the confidentiality of the personal information of those we serve.

What can I do on my own to address this situation?

We are strongly urging all customers to notify the issuing bank for their payment card regarding this incident to inform them that your account may be at an increased risk for fraud and so that they can flag your account. We also encourage you to monitor your account(s) closely for any suspicious activity and to notify your financial institution immediately if you notice any unauthorized transactions.

What if I want to speak with Duluth Pack regarding this incident?

If you feel the need to speak with Duluth Pack regarding this incident please call Customer Response Team at **1-800-777-4439** from 8:00am-4:30pm. Central Standard Time, Monday through Friday.

At Duluth Pack we take our responsibilities to protect your account information very seriously. We are deeply disturbed by this situation and apologize for any inconvenience.

Sincerely,

MARK OESTREICH
CFO