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July 30, 2014

VIA U.S. MAIL

Attorney General Joseph Foster
Office of the New Hampshire Attorney General
Attn: Security Breach Notification
33 Capitol Street
Concord, NH 03301

Re: Lasko Group, Inc. – Notice of Data Security Event

Dear Sir or Madam:

We represent Lasko Group, Inc. ("Lasko"), 820 Lincoln Avenue, West Chester, PA 19380, and are writing to notify you of a data event that compromised the security of personal information of eighty seven (87) New Hampshire residents.

Lasko's investigation into this event is ongoing, and this notice will be supplemented with any significant facts learned subsequent to its submission. By providing this notice, Lasko does not waive any rights or defenses regarding the applicability of New Hampshire law or personal jurisdiction.

Nature of the Data Security Event

On July 2, 2014, Lasko became aware of the fact that certain customers who made recent on-line parts purchases were the targets of fraudulent "phishing" emails from an unknown third party purporting to relate to these orders. Upon learning of this, Lasko immediately launched an internal investigation into this incident. This investigation revealed that these fraudulent emails could be related to unauthorized hacking activity into Lasko's computer network. Lasko retained external, nationally recognized computer forensics experts to confirm these findings and to identify the full extent of data potentially exposed as a result of this incident. While the investigation is ongoing, we have determined that a file containing the name, email address, phone number, credit card number, and credit card

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expiration date of eighty seven (87) New Hampshire residents was potentially accessible to the hacker.

Notice to New Hampshire Residents

Lasko will be providing these New Hampshire residents with written notice of this incident on or about July 30, 2014 in substantially the same form as the letter attached as Exhibit A.

Other Steps Taken and To Be Taken

In addition to providing written notice of this incident to affected individuals as described above, each affected individual is being offered access to one (1) free year of credit/identity monitoring and identity theft restoration services. Lasko is providing each individual with information on how to protect against identity theft and fraud. Lasko is providing written notice of this incident to other state regulators, and to the national credit reporting agencies.

Contact Information

Should you have any questions regarding this notification or other aspects of the data security event, please contact us at 215-977-4069.

Very truly yours,



Kevin E. Dolan for
LEWIS BRISBOIS BISGAARD & SMITH LLP

KED:lpt
cc: Lasko Group, Inc.

Exhibit A

Lasko®

July 30, 2014



SAMPLE A SAMPLE
123 ANY ST
ANYTOWN, US 54321-1234



Dear Sample Sample:

We are writing to notify you of an incident that may affect the security of your personal information. We are providing this notice to ensure that you are aware of the incident and so that you may take steps to monitor your identity, financial accounts, and any existing credit file should you feel it is appropriate to do so.

On July 2, 2014, Lasko Group, Inc. became aware of the fact that certain customers who made recent on-line parts purchases from Lasko Products, Inc. (“Lasko”) and Air King America, Inc. (“Air King”) were the targets of fraudulent “phishing” emails from an unknown third party purporting to relate to these orders. Upon learning of this, Lasko and Air King immediately launched an internal investigation into this incident. This investigation revealed that these fraudulent emails could be related to unauthorized hacking activity into our computer network. Lasko and Air King retained external, nationally recognized computer forensics experts to confirm these findings and to identify the full extent of data potentially exposed as a result of this incident. While the investigation is ongoing, we have determined that a file containing your name, email address, phone number, credit card number, and credit card expiration date was potentially accessible to the hacker. Although most of the activity associated with this unauthorized hacking into our computer network appears to have occurred during March-June 2014, we can not rule out the possibility of unauthorized access to our network leading to the exposure of credit card information dating back to December 2011. Other personal information such as Social Security number, credit card security number, driver’s license number, or date of birth was **not** collected as part of your transaction with Lasko or Air King and therefore was not accessible to the third-party hackers.

Lasko and Air King take this matter, and the security of personal information entrusted to it, seriously. Out of an abundance of caution, we have arranged to have AllClear ID protect your identity for one year at no cost to you. The following identity protection services start on the date of this notice and you can use them at any time during the next 12 months.

AllClear SECURE: The team at AllClear ID is ready and standing by if you need help protecting your identity. This protection is automatically available to you with no enrollment required. If a problem arises, simply call (866) 979-2595 and a dedicated investigator will do the work to recover financial losses, restore your credit and make sure your identity is returned to its proper condition. AllClear maintains an A+ rating at the Better Business Bureau.

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(OVER PLEASE)

AllClear PRO: This service offers additional layers of protection including credit monitoring, identity theft monitoring that delivers secure, actionable alerts to you by phone, and \$1,000,000.00 Identity Theft Insurance Coverage. To use the PRO service, you will need to provide your personal information to AllClear ID. You may sign up online at enroll.allclearid.com or by phone by calling (866) 979-2595 using the following redemption code: Please note: Additional steps may be required by you in order to activate your phone alerts.

To further protect against possible identity theft, fraud or other financial loss, we encourage you to remain vigilant, to review your account statements, to monitor your credit reports for suspicious activity, and to only respond to emails from a known/authenticated sender. Under U.S. law, you are entitled to one (1) free credit report annually from each of the three major credit reporting bureaus. To order your free credit report, visit www.annualcreditreport.com or call, toll-free, (877) 322-8228. You may also contact the three major credit bureaus directly to request a free copy of your credit report.

At no charge, you can also have these credit bureaus place a "fraud alert" on your file that alerts creditors to take additional steps to verify your identity prior to granting credit in your name. Note, however, that because a fraud alert tells creditors to follow certain procedures to protect you, it may also delay your ability to obtain credit while the agency verifies your identity. As soon as one credit bureau confirms your fraud alert, the others are notified to place fraud alerts on your file. Should you wish to place a fraud alert, or should you have any questions regarding your credit report, please contact any one of the agencies listed below. Information regarding security freezes is also available from these agencies.

Equifax
P.O. Box 105069
Atlanta, GA 30348
800-525-6285
www.equifax.com

Experian
P.O. Box 2002
Allen, TX 75013
888-397-3742
www.experian.com

TransUnion
P.O. Box 2000
Chester, PA 19022-2000
800-680-7289
www.transunion.com

You can also further educate yourself regarding identity theft, security freezes, and the steps you can take to protect yourself, by contacting your state Attorney General or the Federal Trade Commission. The Federal Trade Commission can be reached at: 600 Pennsylvania Avenue NW, Washington, DC 20580, www.ftc.gov/bcp/edu/microsites/idtheft/, 1-877-ID-THEFT (877-438-4338); TTY: 866-653-4261. The Federal Trade Commission also encourages those who discover that their information has been misused to file a complaint with them, and information regarding fraud alerts and security freezes may also be obtained from the Federal Trade Commission. Instances of known or suspected identity theft should also be reported to law enforcement and/or your state's Attorney General.

We have established a confidential assistance line for you to utilize if you have any questions or concerns regarding the incident or the contents of this letter. This confidential assistance line is staffed with professionals trained in identity protection and restoration. These professionals are also familiar with this incident. This confidential assistance line operates Monday through Friday, 9:00 a.m. to 7:00 p.m. EST. You may reach this confidential assistance line by dialing, toll-free, (877) 218-0052. The reference number for this matter is

We apologize for any inconvenience or concern that this may have caused you. Please know that we are taking steps that will prevent this from happening again in the future, and that the safety and security of your personal information remains a top priority for Lasko.



Edward V. McAssey III
Chief Operating Officer

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