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ATTORNEYS

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August 5, 2014

Attorney General Joseph Foster
New Hampshire Department of Justice
33 Capitol Street
Concord, NH 03301

Re: Data Security Incident

Dear Attorney General Foster:

On behalf of my client Vibram USA, Inc. and pursuant to New Hampshire Rev. Stat. Ann Section 359-C:20, we are writing to notify you of a breach of security of personal information (Name and Credit Card Numbers) involving thirty-four (34) New Hampshire residents.

Our client contracts with a third-party web hosting provider to manage its commercial website: www.vibramfivefingers.com. A forensic review, conducted after certain suspicious credit card activity was brought to the attention of our client by its customer, determined that the website was a victim of a targeted hacking attack during the period of June 6 – July 7, 2014. A forensic review determined that the Name and Credit Card Numbers (including CVV) of customers using the site during this period were potentially compromised due to malicious code installed on the website.

Based on the forensic review and transaction records available, thirty-four (34) New Hampshire residents were potentially impacted by this incident. These individuals will receive the attached notification to be mailed on August 6, 2014 via U.S. Mail.

As soon as they were made aware of the situation, our client removed the malicious code installed by the hackers and implemented additional security measures to help prevent any immediate recurrence of the activity. A full third-party forensic analysis was performed by McGladrey LLP to validate the nature and existence of the targeted attack and the term of its activity. Our client will be relocating its commercial website to a new third-party service provider and secure technology platform that has increased security measures. Our client also has notified law enforcement and has obtained specific assurances from their technology providers that additional steps will be taken to avoid future such incidents. Our client will be offering one year of free credit monitoring services to all potentially impacted individuals via Experian.

If you have any questions regarding the above, please feel free to contact the undersigned directly.

Very truly yours,

Steven J. Bonafonte

Enclosure

August 6, 2014

##A2832-L01-0123456 **********3-DIGIT 159
SAMPLE A SAMPLE
APT ABC
123 ANY ST
ANYTOWN, US 12345-6789

Dear Sample A Sample,

We write to advise you of a potential compromise of personal information that may affect you.

Vibram USA Inc. contracts with a third-party web hosting provider to manage its website: www.vibramfivefingers.com. Our records show that you made a purchase from this website during the period of June 6 - July 7, 2014. We have been informed that this website was the victim of a targeted hacking attack potentially causing your credit card number to be compromised.

We understand that this may pose an inconvenience to you. We sincerely apologize and regret that this situation has occurred.

Although we are not certain that your credit card number has been used to make any unauthorized purchases, we wanted to make you aware of the incident and the steps we have taken to prevent a reoccurrence.

As soon as we were made aware of the situation, we removed the malicious code installed by the hackers and implemented additional security measures to help prevent any recurrence of the activity. Second, we will be relocating our website to a new service provider and secure platform that has increased security measures. We have also notified state regulators and will be obtaining additional assurances from our technology providers that additional steps will be taken to avoid future such incidents.

Even though your Social Security Number or date of birth were not compromised as a result of this incident, as an added precaution we have arranged to have Experian help protect your identity for one year at no cost to you through their credit monitoring service.

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Activate ProtectMyID now in three easy steps:

1. **ENSURE that you enroll by: October 31, 2014 (your code will not work after this date)**
2. **VISIT the ProtectMyID website to enroll: http://www.protectmyid.com/redeem**
3. **PROVIDE your activation code: ABCDEFGHIJKL**

If you need an alternative to enrolling online, please call 1-877-371-7902 and provide engagement #: .

If you have any questions, please call 1-877-215-9747, Monday through Friday, 9:00 a.m. to 7:00 p.m. Eastern Time. (Closed on U.S. observed holidays.) Please be prepared to provide the following ten digit reference number when calling: 1.

Again, we apologize for this situation.

Sincerely,

Mike Gionfriddo
President and CEO
Vibram USA, Inc.

Enclosure

Information about Identity Theft Prevention

It is recommended that you regularly review statements from your accounts and periodically obtain your credit report from one or more of the national credit reporting companies. You may obtain a free copy of your credit report online at www.annualcreditreport.com, by calling toll-free 1-877-322-8228, or by mailing an Annual Credit Report Request Form (available at www.annualcreditreport.com) to: Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA, 30348-5281. You may also purchase a copy of your credit report by contacting one or more of the three national credit reporting agencies listed below.

Equifax, P.O. Box 740241, Atlanta, Georgia 30374-0241, 1-800-685-1111, www.equifax.com
Experian, P.O. Box 9532, Allen, TX 75013, 1-888-397-3742, www.experian.com
TransUnion, P.O. Box 6790, Fullerton, CA 92834-6790, 1-800-916-8800, www.transunion.com

When you receive your credit reports, review them carefully. Look for accounts or creditor inquiries that you did not initiate or do not recognize. Look for information, such as home address and Social Security number, that is not accurate. If you see anything you do not understand, call the credit reporting agency at the telephone number on the report.

Remain vigilant with respect to reviewing your account statements and credit reports, and promptly report any suspicious activity or suspected identity theft to us and to the proper law enforcement authorities, including local law enforcement, your state's attorney general and/or the Federal Trade Commission ("FTC"). You may contact the FTC or your state's regulatory authority to obtain additional information about avoiding identity theft.

Federal Trade Commission, Consumer Response Center
600 Pennsylvania Avenue, NW, Washington, DC 20580, 1-877-IDTHEFT (438-4338), www.ftc.gov/idtheft

For residents of Maryland: You may also obtain information about preventing and avoiding identity theft from the Maryland Office of the Attorney General:
Maryland Office of the Attorney General, Consumer Protection Division
200 St. Paul Place, Baltimore, MD 21202, 1-888-743-0023, www.oag.state.md.us

For residents of North Carolina: You may also obtain information about preventing and avoiding identity theft from North Carolina Attorney General's Office:
North Carolina Attorney General's Office, Consumer Protection Division
9001 Mail Service Center, Raleigh, NC 27699-9001, 1-877-5-NO-SCAM, www.ncdoj.gov

Fraud Alerts: There are also two types of fraud alerts that you can place on your credit report to put your creditors on notice that you may be a victim of fraud: an initial alert and an extended alert. You may ask that an initial fraud alert be placed on your credit report if you suspect you have been, or are about to be, a victim of identity theft. An initial fraud alert stays on your credit report for at least 90 days.

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You may have an extended alert placed on your credit report if you have already been a victim of identity theft with the appropriate documentary proof. An extended fraud alert stays on your credit report for seven years. You can place a fraud alert on your credit report by calling the toll-free fraud number of any of the three national credit reporting agencies listed above.

Credit Freezes: You may have the right to put a credit freeze, also known as a security freeze, on your credit file, so that no new credit can be opened in your name without the use of a PIN number that is issued to you when you initiate a freeze. A credit freeze is designed to prevent potential credit grantors from accessing your credit report without your consent. If you place a credit freeze, potential creditors and other third parties will not be able to get access to your credit report unless you temporarily lift the freeze. Therefore, using a credit freeze may delay your ability to obtain credit. In addition, you may incur fees to place, lift and/or remove a credit freeze. Credit freeze laws vary from state to state. The cost of placing, temporarily lifting, and removing a credit freeze also varies by state, generally $5 to $20 per action at each credit reporting company. *Unlike a fraud alert, you must separately place a credit freeze on your credit file at each credit reporting company.* Since the instructions for how to establish a credit freeze differ from state to state, please contact the three major credit reporting companies at the numbers above to find out more information.