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April 23, 2014

VIA U.S. MAIL

State of New Hampshire
Department of Justice
Office of the Attorney General Michael A. Delaney
33 Capitol Street
Concord, NH 03301

Re: Notification of Security Breach

Dear Mr. Delaney:

I am writing on behalf of L Brands, Inc., to inform you of a recent security breach incident involving the Victoria's Secret store at the Premium Outlets in Orlando, Florida. An employee at the store used a concealed device to scan (or "skim") some of the credit cards that customers provided her to process payment. This employee worked at the store from April 2013 to late March 2014, when we discovered the skimming activity, but our investigation thus far indicates that the activity most likely began on November 29, 2013. This breach may have resulted in the unauthorized access of customers' card number, name, expiration date, and the security code embedded in the magnetic stripe.

We reported the employee to law enforcement, and she is now cooperating with a criminal investigation. We have notified Visa, MasterCard, Discover, American Express, and Comenity Bank (the issuer of the Angel Card), so that they may implement their card monitoring and other safeguard procedures. We are offering affected customers credit monitoring through Experian for one year.

Please find a copy of the notification that will be sent to the affected individuals for whom we were able to identify a physical or email address by April 23, 2014. Among those for whom we were able to identify a physical address were 4 residents of your state. We have also provided notice to our customers through our website at victoriasssecret.com and through Florida media. Consumer notice was delayed at the request of the Secret Service while they investigated this matter.

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Please contact me at the above address with any questions or concerns regarding this incident or at agerlicher@perkinscoie.com or at (602) 351-8308.

Sincerely,

A handwritten signature in black ink, appearing to read "Amelia Gerlicher". The signature is fluid and cursive, with the first name "Amelia" being more prominent than the last name "Gerlicher".

Amelia Gerlicher
Counsel for L Brands, Inc.

AMG/kdl
Enclosure

LEGAL120574507.1

VICTORIA'S SECRET

RE: Important security notice about your credit card: account number ending in XXXX

Dear Customer,

credit card information from the above-referenced card when you shopped at our Victoria's Secret store at the Orlando Premium Outlets in Florida. The former employee used a concealed device to scan (or "skim") some of the credit cards that customers provided to her to process payment. This employee worked at our store from April 2013 to March 2014, but our investigation thus far indicates that the illegal activity most likely began on Nov. 29, 2013. If your card was affected, the information obtained may have included your card number, name, expiration date, and the security (or CVV) code embedded in the magnetic stripe.

We reported the employee to law enforcement, and she is now cooperating with a criminal investigation. We have notified Visa, MasterCard, Discover, American Express, and Comenity Bank (the issuer of the Angel Card) so that they may implement their card monitoring and other safeguard procedures. While your bank may be taking measures already to monitor for fraud, we recommend that you also contact them (using the phone number on the back of your card) as a precautionary measure, especially if you notice unauthorized charges on your card.

Out of concern for you, we have arranged to provide you with free credit monitoring services for one year by an outside provider. If you want to enroll in this credit monitoring service, or if you need further assistance, please contact us (toll-free at 1-866-315-3124) and ask for a supervisor.

In this mailing, we have included additional steps that you can take to further protect your information.

Please know we take the responsibility of protecting the confidentiality of your personal information seriously. We are very sorry that this occurred and are working diligently to maintain your trust.

Sincerely,

**Melanie Rose
Vice President
Customer Care
Victoria's Secret**

Additional Information

Information from the Federal Trade Commission

The Federal Trade Commission provides suggestions for preventing and responding to identity theft at <http://www.ftc.gov/idtheft>. You may also contact the Federal Trade Commission for more information regarding identity theft toll-free at 1-877-ID-THEFT (438-4338) (TTY: 1-866-653-4261) or write Identity Theft Clearinghouse, Federal Trade Commission, 600 Pennsylvania Avenue, NW, Washington, DC 20580.

Obtaining a free credit report or placing a security freeze

You may obtain a free copy of your credit report from each of the credit bureaus once a year by going to <http://www.annualcreditreport.com>, or calling toll free 877-322-8228. Hearing impaired consumers can access TDD service at 877-730-4104. You may also consider contacting the credit reporting agencies directly if you wish to put in place a fraud alert or a security freeze. A fraud alert will notify any merchant checking your credit history that you may be the victim of identity theft and that the merchant should take additional measures to verify the application. Contacting any one of the three agencies will place an alert on your file at all three. A security freeze restricts all creditor access to your account, but might also delay any requests you might make for new accounts. Inquire with the credit reporting agencies for their specific procedures regarding fraud alerts and security freezes:

- Equifax: 1-800-525-6285; www.equifax.com; P.O. Box 740241, Atlanta, GA 30374-0241
- Experian: 1-888-EXPERIAN (397-3742); www.experian.com; P.O. Box 9532, Allen, TX 75013
- TransUnion: 1-800-680-7289; www.transunion.com; Fraud Victim Assistance Division, P.O. Box 6790, Fullerton, CA 92834-6790

Filing a Police Report for Suspicious Activity

If you find suspicious activity on your credit or debit card or in your credit report, call your local police or sheriff's office and file a police report of identity theft. Get a copy of the police report. You may need to give copies of the police report to creditors to clear up your records. In addition, you should report identity theft to the U.S. Federal Trade Commission; or your state Attorney General.