

<<mail id>>
<<Name 1>>
<<Address 1>>
<<Address 2>>
<<City>><<State>><<Zip>>

<<Date>>

NOTICE OF DATA BREACH

Dear <<Name 1>>:

The LANG Companies, Inc. values the relationship we have with our customers and understands the importance of protecting customer information. We are writing to inform you about an incident that may involve some of your information.

What Happened

On October 12, 2016, we learned that unauthorized individuals installed malicious software on the computer server used to process credit card transactions at www.LANG.com. Based on our investigation, we believe that customers who placed an order on our website from September 1, 2016 to October 19, 2016, may have had information associated with the order transmitted outside of our system.

What Information Was Involved

Our records show that you made a purchase using a payment card during this time. The information that could have been transmitted may include your name, address, payment card number, expiration date and security code (CVV).

What You Can Do

Because we value your security, we are taking immediate action to notify you following our full investigation so that you can take appropriate steps to protect yourself. We recommend that you remain vigilant to the possibility of fraud and identity theft by reviewing your financial statements for any unauthorized activity. You should immediately report any unauthorized activity to your financial institution because the major credit card companies have rules that restrict them from requiring you to pay for fraudulent charges that are timely reported. Please see the section that follows this notice for additional steps you may take to protect your information.

What We Are Doing

LANG has stopped this incident, and we continue to work to strengthen the security of our systems to help prevent this from happening again. In addition, we are working closely with the payment card companies to identify potentially affected cards so that the card issuers can be made aware and initiate heightened monitoring on those accounts.

For More Information

We apologize for any inconvenience or concern this may have caused. If you have questions, please call 1-844-319-0132 from 9:00 a.m. to 9:00 p.m. Eastern time, Monday to Friday.

Sincerely,



Gideon Schlessinger
CEO

MORE INFORMATION ON WAYS TO PROTECT YOURSELF

We recommend that you remain vigilant for incidents of fraud or identity theft by reviewing your account statements and free credit reports for any unauthorized activity. You may obtain a copy of your credit report, free of charge, once every 12 months from each of the three nationwide credit reporting companies. To order your annual free credit report, please visit www.annualcreditreport.com or call toll free at 1-877-322-8228. Contact information for the three nationwide credit reporting companies is as follows:

Equifax, PO Box 740241, Atlanta, GA 30374, www.equifax.com, 1-800-685-1111

Experian, PO Box 2002, Allen, TX 75013, www.experian.com, 1-888-397-3742

TransUnion, PO Box 2000, Chester, PA 19016, www.transunion.com, 1-800-916-8800

If you believe you are the victim of identity theft or have reason to believe your personal information has been misused, you should immediately contact the Federal Trade Commission and/or the Attorney General's office in your state. You can obtain information from these sources about steps an individual can take to avoid identity theft as well as information about fraud alerts and security freezes. You should also contact your local law enforcement authorities and file a police report. Obtain a copy of the police report in case you are asked to provide copies to creditors to correct your records. Contact information for the Federal Trade Commission is as follows:

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