

EXHIBIT 1

By providing this notice, Lancaster Archery Supply, Inc. (“Lancaster Archery”), does not waive any rights or defenses regarding the applicability of California law, the applicability of the California data event notification statute, or personal jurisdiction.

Background

Lancaster Archery received a report of unusual card activity from its credit card processor. Lancaster Archery immediately commenced an internal investigation into the matter. Additionally, Lancaster Archery worked with a third-party forensic investigator, law enforcement, and their credit card processor to determine the nature and scope of this event. On April 3, 2019 Lancaster Archery became aware that that certain payment card information used at www.lancasterarchery.com and www.lancasterarcherydealer.com may have been compromised from July 4, 2018 through February 8, 2019, February 11, 2019 through February 14, 2019, and on February 16, 2019. Since that time, Lancaster Archery continued working with its payment card processor to identify potentially impacted cards and continued its investigation to confirm the scope of the incident. Payment card information such as cardholder name, credit or debit card number, expiration date, and CVV, may have been acquired.

Notice to California Residents

On April 25, 2019, Lancaster Archery began mailing written notice of this incident to the individuals who had payment card information impacted by this event, which includes approximately three thousand three hundred sixty-six (3,366) California residents. Notice was mailed in substantially the same form as the letter attached hereto as *Exhibit A*.

Additionally, Lancaster Archery is providing potentially impacted individuals with guidance on how to better protect against identity theft and fraud, including information on how to place a fraud alert and security freeze on one's credit file, the contact details for the national consumer reporting agencies, information on how to obtain a free credit report, a reminder to remain vigilant for incidents of fraud and identity theft by reviewing account statements and monitoring free credit reports, and encouragement to contact the Federal Trade Commission, their state Attorney General, and law enforcement to report attempted or actual identity theft and fraud. Lancaster Archery is also providing written notice of this incident to other state regulators as necessary.

EXHIBIT A

Lancaster Archery Supply, Inc.
Return Mail Processing Center
PO Box 6336
Portland, OR 97228-6336

<<Mail ID>>
<<Name 1>>
<<Name 2>>
<<Address 1>>
<<Address 2>>
<<Address 3>>
<<Address 4>>
<<Address 5>>
<<City>><<State>><<Zip>>
<<Country>>

<<Date>>

Re: Notice of Data Breach

Dear <<Name 1>>:

I am writing to make you aware of a recent data privacy event that may affect the security of certain payment card information. We take this incident very seriously and are providing you with information and access to resources so that you can protect your personal information, should you feel it is appropriate to do so.

What Happened? Lancaster Archery Supply recently received a report of unusual card activity from its credit card processor. We immediately began an investigation to identify the source of the activity and to confirm the security of our network. Lancaster Archery Supply worked with a third-party forensic investigator, law enforcement, and our credit card processor to determine the nature and scope of this event. On April 3, 2019 we determined that certain payment card information used at www.lancasterarchery.com and www.lancasterarcherydealer.com may have been compromised from July 4, 2018 and February 16, 2019.

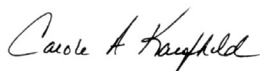
What Information Was Involved? The investigation determined that this event could impact certain payment card information, including the cardholder's name, credit or debit card number, expiration date and CVV for payment cards used at www.lancasterarchery.com and www.lancasterarcherydealer.com between July 4, 2018 and February 16, 2019.

What We Are Doing. We take the security of our customer's information very seriously and we apologize for the inconvenience this incident has caused our customers. We have remediated the issue, enhanced security and are working diligently to ensure the ongoing security of our network. We are also providing you with information about this event and about the steps you can take to protect your personal information, should you feel it appropriate to do so.

What You Can Do. We encourage you to monitor your credit card statements closely and report any suspected fraud to your issuing bank. You can also review the enclosed "Steps You Can Take to Protect Against Identity Theft and Fraud" for additional information about how you can protect your identity.

For More Information. We understand that you may have questions about this incident that are not addressed in this letter. If you have additional questions, please call us at 800-829-7408, M – F, 8 am – 5 pm EST. You can also write to us at 21 Graybill Road, Leola, PA 17540.

Sincerely,



Carole A. Kaufhold
Chief Executive Officer

Steps You Can Take to Protect Against Identity Theft and Fraud

We encourage you to remain vigilant against incidents of identity theft and fraud, to review your account statements, and to monitor your credit reports for suspicious activity. Under U.S. law you are entitled to one 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, 1-877-322-8228. You may also contact the three major credit bureaus directly to request a free copy of your credit report.

You have the right to place a “security freeze” on your credit report, which will prohibit a consumer reporting agency from releasing information in your credit report without your express authorization. The security freeze is designed to prevent credit, loans, and services from being approved in your name without your consent. However, you should be aware that using a security freeze to take control over who gets access to the personal and financial information in your credit report may delay, interfere with, or prohibit the timely approval of any subsequent request or application you make regarding a new loan, credit, mortgage, or any other account involving the extension of credit. Pursuant to federal law, you cannot be charged to place or lift a security freeze on your credit report. Should you wish to place a security freeze, please contact the major consumer reporting agencies listed below:

Experian

PO Box 9554
Allen, TX 75013
1-888-397-3742

www.experian.com/freeze/center.html

TransUnion

P.O. Box 2000
Chester, PA 19016
1-888-909-8872

[www.transunion.com/
credit-freeze](http://www.transunion.com/credit-freeze)

Equifax

PO Box 105788
Atlanta, GA 30348-5788
1-800-685-1111

[www.equifax.com/personal/credit-
report-services](http://www.equifax.com/personal/credit-report-services)

As an alternative to a security freeze, you have the right to place an initial or extended “fraud alert” on your file at no cost. An initial fraud alert is a 1-year alert that is placed on a consumer’s credit file. Upon seeing a fraud alert display on a consumer’s credit file, a business is required to take steps to verify the consumer’s identity before extending new credit. If you are a victim of identity theft, you are entitled to an extended fraud alert, which is a fraud alert lasting seven years. Should you wish to place a fraud alert, please contact any one of the agencies listed below:

Experian

P.O. Box 2002
Allen, TX 75013
1-888-397-3742

www.experian.com/fraud/center.html

TransUnion

P.O. Box 2000
Chester, PA 19016
1-800-680-7289

[www.transunion.com/
fraud-victim-resource/
place-fraud-alert](http://www.transunion.com/fraud-victim-resource/place-fraud-alert)

Equifax

P.O. Box 105069
Atlanta, GA 30348
1-888-766-0008

[www.equifax.com/personal/credit-
report-services](http://www.equifax.com/personal/credit-report-services)

You can further educate yourself regarding identity theft, fraud alerts, security freezes, and the steps you can take to protect yourself, by contacting the consumer reporting agencies, the Federal Trade Commission, or your state Attorney General.

The Federal Trade Commission can be reached at: 600 Pennsylvania Avenue NW, Washington, DC 20580, www.identitytheft.gov, 1-877-ID-THEFT (1-877-438-4338); TTY: 1-866-653-4261. The Federal Trade Commission also encourages those who discover that their information has been misused to file a complaint with them. You can obtain further information on how to file such a complaint by way of the contact information listed above. You have the right to file a police report if you ever experience identity theft or fraud. Please note that in order to file a report with law enforcement for identity theft, you will likely need to provide some proof that you have been a victim. Instances of known or suspected identity theft should also be reported to law enforcement and your state Attorney General. This notice has not been delayed by law enforcement.

For North Carolina residents, the Attorney General can be contacted at 9001 Mail Service Center, Raleigh, NC 27699-9001, 1-877-566-7226 or 1-919-716-6400, www.ncdoj.gov.

For Maryland residents, the Attorney General can be contacted at 200 St. Paul Place, 16th Floor, Baltimore, MD 21202, 1-888-743-0023, www.oag.state.md.us.

For New Mexico residents, you have rights pursuant to the Fair Credit Reporting Act, such as the right to be told if information in your credit file has been used against you, the right to know what is in your credit file, the right to ask for your credit score, and the right to dispute incomplete or inaccurate information. Further, pursuant to the Fair Credit Reporting Act, the consumer reporting agencies must correct or delete inaccurate, incomplete, or unverifiable information; consumer reporting agencies may not report outdated negative information; access to your file is limited; you must give your consent for credit reports to be provided to employers; you may limit “prescreened” offers of credit and insurance you get based on information in your credit report; and you may seek damages from violators. You may have additional rights under the Fair Credit Reporting Act not summarized here. Identity theft victims and active duty military personnel have specific additional rights pursuant to the Fair Credit Reporting Act. We encourage you to review your rights pursuant to the Fair Credit Reporting Act by visiting www.consumerfinance.gov/f/201504_cfpb_summary_your-rights-under-fcra.pdf, or by writing Consumer Response Center, Room 130-A, Federal Trade Commission, 600 Pennsylvania Ave. N.W., Washington, D.C. 20580.

For Rhode Island Residents: The Rhode Island Attorney General can be reached at: 150 South Main Street, Providence, Rhode Island 02903, www.riag.ri.gov, 1-401-247-4400. Under Rhode Island law, you have the right to obtain any police report filed in regard to this incident. There are 88 Rhode Island residents impacted by this incident.