

Lasko®

July 30, 2014



A2294-L02-0000001 *****3-DIGIT 155

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: 1326474937. 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 1712071114.

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.

Thank you for your patience, understanding and loyalty to Lasko and Air King!

A handwritten signature in black ink, appearing to read "Edward V. McAssey III". The signature is fluid and cursive, with the first name "Edward" being the most prominent.

Edward V. McAssey III
Chief Operating Officer

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