



Mercedes-Benz

Mercedes-Benz of Walnut Creek
1301 Parkside Drive
Walnut Creek, CA 94596

February 18, 2013



Sample A. Sample
123 Anystreet
Anytown, US 12345-6789



Important Security and Protection Notification.
Please read this entire letter.

Dear Sample A. Sample:

I am contacting you regarding a data security incident that has occurred at Mercedes-Benz of Walnut Creek. On Friday, February 8, 2013, around 7:00 am we discovered a forcible break-in at Mercedes-Benz of Walnut Creek's dealership. Between the close of business on Thursday, February 7th and the morning of Friday, February 8th, a thief or thieves pried open a locked exterior door to the dealership, another locked interior door into the Business Office was pried open, and once inside the Business Office, locked file cabinets containing customer deal jackets were pried open and some customer deal files were removed. Additionally, some files containing customer personal information were removed from our Service Department. We immediately reported this incident to the Walnut Creek Police Department, who immediately commenced an investigation into this criminal activity. The name of the investigating officer who is leading the criminal investigation is Detective Sam Vesser with the Walnut Creek Police Department. Please refer to Case Number 13-4022 and the phone number for the Walnut Creek Police Department is 925-943-5889.

We believe the people who took the records may have access to your personal information, including your name, address and social security number, credit report, driver's license, insurance information and possibly a credit card number. As a result, your personal information may have been potentially exposed to others. Please be assured that we have taken every step necessary to address the incident, and that we are committed to fully protecting all of the information that you have entrusted to us.

Mercedes-Benz of Walnut Creek takes this incident seriously and is committed to assuring the security of your data. You should consider immediately placing a fraud alert on your credit files, and may do so by contacting any one of the three credit bureaus. Equifax may be contacted at 800-525-6285. Experian may be contacted at 888-397-3742. TransUnion Corp may be contacted at 800-680-7289.

To help protect your identity, we are offering a **complimentary** one-year membership of Experian's[®] ProtectMyID[®] Alert. This product helps detect possible misuse of your personal information and provides you with superior identity protection services focused on immediate identification and resolution of identity theft.

Activate ProtectMyID Now in Three Easy Steps

1. ENSURE That You Enroll By: **May 31, 2013**
2. VISIT the **ProtectMyID Web Site: www.protectmyid.com/redeem** or call **877-371-7902** to enroll
3. PROVIDE **Your Activation Code: 999999999**

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Once your ProtectMyID membership is activated, your credit report will be monitored daily for 50 leading indicators of identity theft. You'll receive timely Credit Alerts from ProtectMyID on any key changes in your credit report which could include new inquiries, new credit accounts, medical collections and changes to public records.

ProtectMyID provides you with powerful identity protection that will help detect, protect and resolve potential identity theft. In the case that identity theft is detected, ProtectMyID will assign a dedicated U.S.-based Identity Theft Resolution Agent who will walk you through the process of fraud resolution from start to finish for seamless service.

We realize that identity theft can happen months and even years after a data breach. To offer added protection, you will receive ExtendCARE™, which provides you with the same high-level of Fraud Resolution support even after your ProtectMyID membership has expired.

Your complimentary 12-month ProtectMyID membership includes:

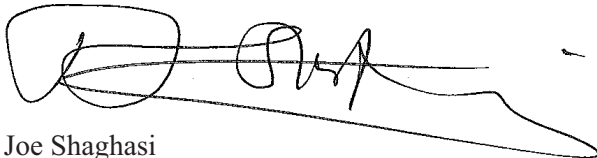
- **Credit Report:** A free copy of your Experian credit report
- **Daily 3 Bureau Credit Monitoring:** Alerts you of suspicious activity including new inquiries, newly opened accounts, delinquencies, or medical collections found on your Experian, Equifax® and TransUnion® credit reports.
- **Identity Theft Resolution:** If you have been a victim of identity theft, you will be assigned a dedicated, U.S.-based Experian Identity Theft Resolution Agent who will walk you through the fraud resolution process, from start to finish.
- **ExtendCARE:** Full access to the same personalized assistance from a highly-trained Fraud Resolution Agent even after your initial ProtectMyID membership expires.
- **\$1 Million Identity Theft Insurance*:** As a ProtectMyID member, you are immediately covered by a \$1 Million insurance policy that can help you cover certain costs including, lost wages, private investigator fees, and unauthorized electronic fund transfers.

**Activate your membership today at www.protectmyid.com/redeem
or call 877-371-7902 to register with the activation code above.**

Once your enrollment in ProtectMyID is complete, you should carefully review your credit report for inaccurate or suspicious items. If you have any questions about ProtectMyID, need help understanding something on your credit report or suspect that an item on your credit report may be fraudulent, please contact Experian's customer care team at 877-371-7902.

We sincerely apologize for this incident, regret any inconvenience it may cause you and encourage you to take advantage of the product outlined herein. If you have any questions regarding this service or the incident please contact Vicky Comer, Customer Relations Manager in our Corporate Office, and she can be reached, toll-free at 888-308-9887 or by email at vicky.comer@sonicautomotive.com.

Sincerely,



Joe Shaghasi
General Manager
Mercedes-Benz of Walnut Creek

* Identity theft insurance is underwritten by insurance company subsidiaries or affiliates of Chartis, Inc. The description herein is a summary and intended for informational purposes only and does not include all terms, conditions and exclusions of the policies described. Please refer to the actual policies for terms, conditions, and exclusions of coverage. Coverage may not be available in all jurisdictions.