

Notice of www.i-Dressup.com Data Breach (Exhibit C)

Dear username,

You received this email because you are/were one of the i-Dressup members. We are writing to inform you a data security issue that may involve your i-Dressup account information.

What Happened?

On September 27, 2016, we learned that cyber criminals gained unauthorized access to our computer system and to your personal information, including your age, email address and password that you provided to create, and used to access, your www.i-dressup.com account, as well as any additional personal information that you may have voluntarily provided such as your first name, last name, gender and country (collectively, "Personal Information"). Because it was not required to create or use any www.i-Dressup.com account, no Social Security or other identification numbers, physical addresses, mailing addresses, credit card numbers, banking or other financial information was compromised. Be that as it may, we want to make you aware of the incident, update you on the steps we have taken, and propose further steps you should take to guard yourself against identity theft or fraud.

What We Are Doing?

Shortly after learning of the cyber attack, we closed all www.i-Dressup.com accounts, you will not be able to log into i-Dressup account nor sign up any account, and on September 29th, 2016, we started to provide users the Notice by sending emails to all users who have valid email addresses with i-Dressup.com. On October 1st, 2016, in supplement to the notice of this letter, our online Notice of i-Dressup.com Data Breach was posted at <http://www.i-dressup.com/Noticedatabreach.php>. We also filed a police report with the Police Department of the City of Mountain View, California, Case No. 16-6554, and will cooperate with all law enforcement investigations or activities.

What You Can Do?

To safeguard yourself against identity theft or other unauthorized use of personal information, you can take some simple steps. First, please change your passwords to any other online accounts and websites, especially those in which you used the same or similar credentials that you used for your www.i-Dressup.com account. Be on the lookout for scam emails, especially emails sent to the email address you used for your www.i-Dressup.com account. Please review your accounts for suspicious activity and be cautious of any unsolicited communications that ask for your personal information or refer you to a web page asking for personal information. Avoid clicking on links or downloading attachments from suspicious emails.

Although no Social Security or financial account information was involved, you should remain vigilant over the next 12 months and review your credit card bills and credit report for unauthorized activity. Again, please make sure to change passwords to all of your online accounts, especially if you used the same email account and the same or similar password(s) to access your www.i-Dressup.com account. Promptly report any suspected identity theft or fraud to your local law enforcement agency, the U.S. Federal Trade Commission, your financial institution, and one of the three national consumer reporting agencies: Experian 1-888-397-3742; Equifax 1-800-685-1111; and TransUnion 1-808-909-8872.

You have the right to obtain a police report if you are the victim of identity theft. You may wish to contact your credit card issuers and financial institutions and inform them of the incident as well.

In addition, you may contact the fraud departments of the three national consumer reporting agencies to discuss your options. You have the right to place a security freeze on your consumer report. A security freeze is designed to prevent credit, loans and services from being approved in your name without your consent; however, please be aware that using a security freeze may delay your ability to obtain credit. You may request that a security freeze be placed on your consumer report by sending a request to a consumer reporting agency by certified mail, overnight mail, or regular stamped mail to the address below. The following information should be included when requesting a security freeze (please note that if you

are requesting a credit report for your spouse or other dependent, this information should be provided for him/her as well): (1) full name, with middle initial and any suffixes; (2) Social Security number; (3) date of birth (month, day and year); (4) current address for the past two years; and (5) any applicable incident report or complaint with a law enforcement agency. The request should also include a copy of a government-issued identification card (such as a driver's license or military ID card) and a copy of a recent utility bill or blank or insurance statement. Each copy should be legible, display your name and current mailing address, and the date of issue. The consumer reporting agency may charge a fee to place a freeze or lift or remove a freeze, unless you are a victim of identity theft or the spouse or other dependent of a victim of identity theft, and you have submitted a valid police report relating to the identity theft to the consumer reporting agency.

Experian Security Freeze
P.O. Box 9554
Allen, Texas 75013
www.experian.com

Equifax Security Freeze
P.O. Box 105788
Atlanta, Georgia 30348
www.equifax.com

TransUnion
P.O. Box 2000
Chester, PA 19022-2000
www.transunion.com

There are ways to obtain your consumer credit report without charge. Under federal law, you are entitled to one free copy of your consumer credit report from each of the three national consumer reporting agencies. You may request your free annual consumer credit report by visiting www.annualcreditreport.com. You may want to obtain copies of your consumer credit report to ensure the accuracy of the report information.

You can learn more about identity theft and how to protect yourself from these sources:

Federal Trade Commission

Visit its website: www.consumer.ftc.gov/ and <https://www.identitytheft.gov/>

Call: 1-877-ID-THEFT

Or write: Federal Trade Commission

600 Pennsylvania Avenue NW

Washington, DC 20580

We take the protection of your information seriously and sincerely apologize for the inconvenience this incident may cause you. If you have any questions or need further information regarding this incident, please contact us.

Very truly yours,

Carly Zhang

Chief Operating Officer

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