



<<Firstname>> <<Middlename>> <<Lastname>>

<<Date>> (Format: Month Day, Year)

<<Address1>>

<<Address2>>

<<City>>, <<Stateprovince>> <<Postalcode>>

<<Intelligent Mail Barcode>>

READ IMMEDIATELY: Potential Credit Card Data Theft

Dear <<Firstname>> <<Middlename>> <<Lastname>>,

My name is Jim Throneburg and I am the owner of THORLO. I am sending you this letter because you, and our company, have been the victims of a cybercrime that has potentially resulted in the theft of certain of your personal information, including your credit card information. This theft could result in fraudulent charges on your credit card account. We have filed reports with the FBI Cyber Crimes Unit and our local police department, and they have active investigations under way as well.

To avoid fraudulent charges to your credit card, please call your credit card company or bank immediately. In the event that your card has been misused, we have purchased a comprehensive package of services to assist you, in addition to providing the resource referrals that your state requires.

The facts we know so far are that hackers intercepted certain customer data including customer names, personal customer contact information (potentially including e-mail addresses), and credit card account numbers (including credit card expiration dates and credit card security codes) while our computer servers were in the process of submitting credit card information for authorization and/or for payment. The theft of customer data is limited to customers who used their credit cards to make purchases on the www.thorlo.com website between November 14, 2012 through, and including, the morning hours of January 22, 2013, when the criminal activity was discovered and stopped. Although our investigation is not yet complete, there is no evidence that our firewall has been penetrated or that our general data base has been accessed or compromised. I also want to confirm to you that, in accordance with industry standards, THORLO does not keep your credit card information after orders are processed. We have worked as quickly as we could to verify which records may have been stolen, to take additional steps to secure our website in consultation with nationally-recognized experts, to provide all potentially affected customers the specific information we are legally required to provide in the state where they live, and to assemble a comprehensive package to assist and respond to the affected customers.

We strongly recommend that you immediately notify your bank or credit card company and carefully review your bank or credit card account statements for charges you have not authorized. In addition, we urge you to monitor your credit report at AnnualCreditReport.com, a service which allows you to obtain a free credit report once every 12 months from the three major credit bureaus.

To help relieve concerns and restore confidence following this incident, we have secured the services of Kroll Information Assurance to provide **identity theft safeguards at no cost to you**. Kroll is the global leader in risk mitigation and response, and their team has more experience than any other organization when it comes to helping people who have sustained an unintentional exposure of confidential data.

Your identity theft safeguards include **Enhanced Identity Theft Consultation and Restoration**. Instructions on how to receive your services are below.

Enhanced Identity Theft Consultation and Restoration. Licensed Investigators, who truly understand the problems surrounding identity theft, are available to listen, to answer your questions, and to offer their expertise regarding any concerns you may have. And should your name and credit be affected by this incident, your investigator will help restore your identity to pre-theft status.

If you have questions or feel you have an Identity Theft issue, call **1-???-???-????**, 9 a.m. to 6 p.m. (Eastern Time), Monday through Friday. Kroll's Licensed Investigators are standing by to answer your questions or help you with concerns you may have. Please have your membership number ready.

All of us at THORLO want you to know how sorry we are for any difficulties or inconveniences this may cause you. Please accept our sincerest apology.

Sincerely,

James L.Throneburg
Owner and Chairman of the Board

Next Steps



Your membership number is: <<MEMBERSHIPNUMBER>>



Call 1-???-???-???? if you need help or have questions
9 a.m. to 6 p.m. (Eastern Time), Monday through Friday
Kroll representatives are ready to help you.