



travis Mathew

C/O Epiq
P.O. Box 10664
Dublin, Ohio 43017-9252

<First Name><Last Name>
<Address>
<City>, <State> <Zip code>

October 25, 2017

Notice of Data Breach

Dear <First Name><Last Name>:

TravisMathew understands the importance of protecting our customers' information. We are writing to inform you of a recent incident that may have involved that information. This letter explains the incident, measures we have taken, and steps you can take in response.

What Happened

On September 24, 2018, we received information about possible unauthorized access to our website (www.travismathew.com). We immediately began an investigation with the assistance of a leading computer security firm. We also contacted law enforcement to report the incident. The investigation revealed that an unauthorized user changed our website's checkout page to collect certain customer information without authorization.

What Information Was Involved

The investigation indicates the information collected could include customers' order information and payment card information—including name, address, payment card number, expiration date, and card security code (CVV2)—for orders placed on our website where a credit card number was entered between August 13, 2018, and September 25, 2018. We are notifying you because you placed an order on www.travismathew.com during this time period using a payment card ending in <<variable data>>.

What We Are Doing

We have corrected the unauthorized change to our site and, to help prevent a similar incident from occurring in the future, we have further enhanced the security measures for our website. We are also working with the payment card networks to notify banks that issue payment cards.

What You Can Do

We encourage you to closely review your payment card statements for any unauthorized charges. You should immediately report any such charges to the bank that issued your card because payment card network rules generally provide that cardholders are not responsible for unauthorized charges that are timely reported. The phone number to call is usually on the back of your payment card. Information on additional steps you can take can be found on the following pages.

For More Information

We take the security of our customer's personal information very seriously. If you have any questions, please call (877) 940-0108, Monday through Friday, from 9:00 a.m. to 6:00 p.m. Eastern Time.

Sincerely,

Two handwritten signatures in black ink. The first signature is on the left and the second is on the right, both appearing to be cursive.

Adam Ainbinder
Chief Financial Officer/ Chief Technology Officer
TravisMathew

ADDITIONAL STEPS YOU CAN TAKE

We recommend that you remain vigilant for incidents of fraud or identity theft by reviewing your account statements and free credit reports for any unauthorized activity. If you detect any unauthorized activity on financial accounts, you should immediately contact your financial institution. We also recommend that you make your financial institution aware of this incident and take their advice on steps to protect your bank account. You may obtain a copy of your credit report, free of charge, once every 12 months from each of the three nationwide credit reporting companies. To order your annual free credit report, please visit www.annualcreditreport.com or call toll free at 1-877-322-8228. Contact information for the three nationwide credit reporting companies is as follows:

Experian, PO Box 2002, Allen, TX 75013, www.experian.com, 1-888-397-3742
TransUnion, PO Box 2000, Chester, PA 19016, www.transunion.com, 1-800-916-8800
Equifax, PO Box 740241, Atlanta, GA 30374, www.equifax.com, 1-800-685-1111

If you believe you are the victim of identity theft or have reason to believe your personal information has been misused, you should immediately contact the Federal Trade Commission and/or the Attorney General's office in your state. You can obtain information from these sources about steps an individual can take to avoid identity theft as well as information about fraud alerts and security freezes. You should also contact your local law enforcement authorities and file a police report. Obtain a copy of the police report in case you are asked to provide copies to creditors to correct your records. Contact information for the Federal Trade Commission is as follows:

Federal Trade Commission, Consumer Response Center, 600 Pennsylvania Avenue NW, Washington, DC 20580, 1-877-IDTHEFT (438-4338), www.ftc.gov/idtheft