

TURLEY



Dear (Valued Customer),

Turley Wine Cellars regrets to inform you that we have learned of a possible security incident with our consumer direct sales systems provider, Missing Link Networks, Inc. (Calistoga, CA). Missing Link informed us that they experienced a breach by an unknown intruder that may have involved access to customer names, credit/debit card numbers, related payment addresses and dates of birth.

We sincerely apologize for the concerns that arise from the compromise of personal information. Missing Link has assured us that the breach has been contained and Missing Link has taken aggressive steps to prevent this type of event from occurring in the future.

Here are some of the key details:

- The breach apparently occurred between 4/1/15 and 4/30/15 by an unknown intruder, and the intrusion was discovered by Missing Link on 5/13/15. We were first informed of this by Missing Link on 5/27/15. Information that may have been obtained includes: credit/debit card numbers, customer names, billing address and birth dates.
- Missing Link states that the breach has been contained and any future transactions will be secure.
- Any stolen data did **not** include the CVV code, making fraudulent transactions more difficult.
- Your bank has been notified, government authorities have been informed and are active in the investigation.
- You are not liable for any fraudulent charges if you give prompt notice to your credit card issuing bank upon seeing such charges on your statement.
- We encourage you to monitor your credit and debit card accounts and to notify your bank immediately if you notice anything suspicious. Contact information for the three major credit bureaus is below.

Equifax P.O. Box 105069 Atlanta, Georgia 30348-5069 www.equifax.com 1.800.525.6285	Experian P.O. Box 2020 Allen, TX 75013 www.experian.com 1.888.397.3742	TransUnion P.O. Box 2000 Chester, PA 19022-2000 www.transunion.com 1.800.680.7289
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If you need assistance with fraud reporting, we are working with the Identity Theft Resource Center (ITRC) to provide fraud and identity theft counselors to you 24 hours a day / 7 days per week. If you experience any fraudulent activity on your credit card statements, you may contact the ITRC at <http://www.idtheftcenter.org>, e-mail at itrc@idtheftcenter.org or phone (888) 400-5530.

Additional recommendations for protecting your information and any public updates regarding this investigation can be found at Missing Link's website (<http://www.ecellar-1.com>).

Thank you for your patience and understanding. The mailing list team is here to answer any questions that you may have at mailinglist@turleywinecellars.com or 805-434-1030.

Sincerely,

Rich Richardson
CEO/General Manager
Turley Wine Cellars