



May 15, 2015

«First» «Last»  
«Address1»  
«Address2»  
«City», «State» «Zip»

Dear «First»:

We are contacting you because of a data security incident, which may involve your personal information. Between January 1, 2015, and April 18, 2015, an unauthorized user obtained names and credit card information from our payment processing system. Upon discovery, this system was immediately shut down, reviewed, and has since been replaced with a new system having additional security measures.

We encourage you to prevent any misuse of your information. First, we recommend that you closely monitor your financial accounts and promptly report unauthorized activity to your financial institution. Second, you should obtain information about preventing identity theft from the Federal Trade Commission ("FTC") at [www.consumer.gov/idtheft](http://www.consumer.gov/idtheft), (877) ID-THEFT, or Consumer Response Center, 600 Pennsylvania Avenue, NW, Washington, D.C. 20580. If you suspect that theft of your identity has occurred, you should consider contacting your local law enforcement agency, your state Attorney General, or the FTC.

Third, we recommend that you obtain a free credit report by contacting the three U.S. credit-reporting agencies:

Equifax  
P.O. Box 740241  
Atlanta, GA 30374  
(866) 349-5191  
<http://www.equifax.com>

Experian  
P.O. Box 9554  
Allen, TX 75013  
(888) 397-3742  
<http://www.experian.com>

TransUnion  
P.O. Box 6790  
Fullerton, CA 92834  
(855) 681-3196  
<http://www.transunion.com>

Finally, you should check your credit reports periodically, and you can obtain information about fraud alerts and security freezes from the FTC or the above credit reporting agencies.

Please accept our sincere apology for any inconvenience this may cause you. My telephone number is (800) 395-5433, if you should have any questions or concerns.

Sincerely,

Michael Merryman  
LifeView Outdoors