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December 19, 2013

VIA OVERNIGHT DELIVERY

Office of the Attorney General
33 Capitol Street
Concord, NH 03301
Attn: Attorney General Michael A. Delaney

Re: Incident Notification

Dear Assistant Attorney General Delaney:

Our client, Danner, on December 11, 2013, identified signs that an unauthorized person had recently gained access to a computer that operates Danner's website. The unauthorized person installed a program on November 28, 2013 that had the ability to capture information entered by a customer making a purchase on the site. Danner's security team immediately removed the program and implemented measures to block any further unauthorized access.

Because of the nature of the program that was installed, Danner could not determine whether the unauthorized person actually viewed or removed any transaction information. Accordingly, Danner is notifying everyone who made a purchase on its site during the brief time that the program was on the computer. The information that could have been accessed includes customers' names, addresses, e-mail addresses, credit or debit card account numbers, expiration dates, and card verification values.

To prevent something like this from happening in the future, Danner has conducted an internal review of its practices and procedures and is updating its system protections.

We are notifying approximately 8 New Hampshire residents. Notification is being sent to those residents in substantially the form attached hereto, with mailing commencing on December 19, 2013.

December 19, 2013
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Sincerely,


Craig A. Hoffman

Enclosure



17634 NE Airport Way
Portland, OR 97230

December 18, 2013

Full Name1 _____ 50
Company _____
Alternate 1 Address _____
Delivery Address _____
City St ZIP+4 _____

Dear First Name,

Danner is committed to protecting your personal information. Regrettably, we are writing to inform you of an incident involving some of that information.

On December 11, 2013, Danner identified signs that an unauthorized person had recently gained access to a computer that operates Danner's website. The unauthorized person installed a program on November 28, 2013 that had the ability to capture information entered by a customer making a purchase on the site. Our security team immediately removed the program and implemented measures to block any further unauthorized access.

Because of the nature of the program that was installed, we could not determine whether the unauthorized person actually viewed or removed any information. Accordingly, we are notifying everyone who made a purchase on our site during the brief time the program was on the computer. We also notified the credit card companies. The information that could have been accessed includes your name, address, e-mail address, credit or debit card account number, expiration date, and card verification value. If you see a fraudulent charge on your card, you should immediately contact the bank that issued your card. Credit card companies typically guarantee cardholders will not be responsible for fraudulent charges.

We recommend that you remain vigilant by reviewing your account statements and credit reports for any unauthorized activity. 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:

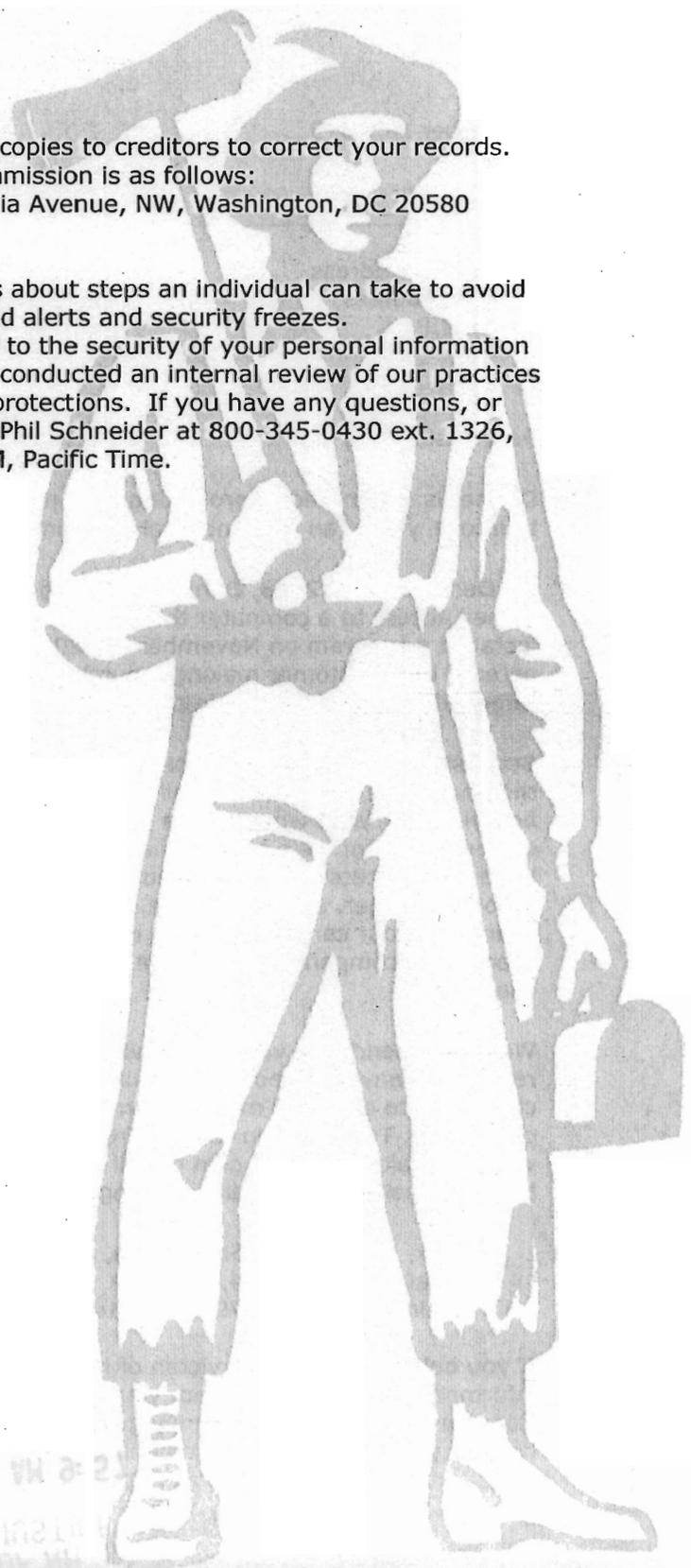
- Equifax, PO Box 740256, Atlanta, GA 30374, www.equifax.com, 1-800-525-6285
- Experian, PO Box 9554, Allen, TX 75013, www.experian.com, 1-888-397-3742
- TransUnion, PO Box 6790, Fullerton, CA 92834, www.transunion.com, 1-800-680-7289

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 home state. You should also contact your local law enforcement authority 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, 600 Pennsylvania Avenue, NW, Washington, DC 20580
www.ftc.gov, 1-877-438-4338

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. We want to assure you that we are committed to the security of your personal information and are taking this matter seriously. We have conducted an internal review of our practices and procedures and are updating our system protections. If you have any questions, or you need further assistance, you may contact Phil Schneider at 800-345-0430 ext. 1326, Monday through Friday, 8:00 AM until 5:00 PM, Pacific Time.



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