

Aaron's, Inc.
PO Box 100039
Kennesaw, GA 30156



October 18, 2011

VIA COURIER

Office of the Attorney General
Consumer Protection and Antitrust Bureau
33 Capitol St.
Concord, NH 03301

Re: Security Breach Notification Letter

To Whom It May Concern:

On September 26th, 2011, we were informed that an Aaron's franchisee store in Fresno, California had been burglarized. The thieves stole an assortment of goods, including TVs, computers, and electronic gaming devices. Among the goods stolen was a computer used by the store in its day-to-day operations. We promptly launched an investigation to determine what information was on that computer.

We are writing to you because on September 30, 2011 our investigation revealed that the stolen computer contained a file with personal information, possibly including names and Social Security numbers of individual customers. As a result of the investigation, we estimate that the personal information of approximately 1,008 individuals in your state was acquired.

During the week of October 17, 2011, we will mail the attached letter to each of the affected individuals in New Hampshire. In addition to informing all of the affected individuals and the credit reporting agencies of this incident, we have reported the incident to law enforcement authorities, and are continuing our investigation. The Fresno Police Department case number is . All of the circumstances indicate that this was a common petty theft and that there was no intent to obtain or distribute personal information on the computers. We also have no reason to believe that the information has been accessed by the thieves.

Because we value our customers' privacy and to mitigate the effects of this incident, we are offering one year of credit monitoring and call center support through Equifax to each of the affected individuals.

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If you have any questions regarding this incident, or if you desire further information or assistance, please call 1-877-496-1606 or email us at privacy@aarons.com.

Sincerely,

A handwritten signature in black ink, appearing to read "Ken Butler". The signature is fluid and cursive, with a large initial "K" and "B".

Ken Butler
Chief Operating Officer

Enclosures

Aaron's Incorporated
PO Box 100039
Kennesaw, GA 30156



October 17, 2011

JIM SMITH
567 MAIN ST
HOUSTON TX 77070



Promotion Code :

Dear JIM SMITH,

On September 26th, 2011, we were informed that an Aaron's franchisee store had been burglarized. The thieves stole an assortment of goods, including TVs, computers, and electronic gaming devices. Among the goods stolen was a computer used by the store in its day-to-day operations. We promptly launched an investigation to determine what information was on that computer.

We are writing to you because our investigation revealed that the stolen computer contained a file with personal information, possibly including your name and Social Security number. Your information was in that file because you were either a customer of Aaron's or its franchisee. We have reported the incident to law enforcement authorities, and are continuing our investigation.

We believe the computer, like all the other goods stolen, was taken for the value of the hardware rather than the data. We also have no evidence at this time that your personal information has been misused as a result of this incident. We nonetheless want to call your attention to steps you may take to help protect yourself and guard against the possible misuse of your personal information.

We regret that this incident may affect you. We take our obligation to safeguard your personal information very seriously. Accordingly, we have arranged, at our expense and at no cost to you, for Equifax Personal Solutions to provide you with a credit monitoring product for one year to help you protect your identity and your credit information. You are also entitled under U.S. law to one free credit report annually from each of the three national credit bureaus. We encourage you to take advantage of these protections and to remain vigilant and regularly review and monitor your credit reports. The attached Reference Guide provides details on these and other steps you may wish to consider, including how to register for the Equifax product.

We hope this information is useful to you. If you have any questions regarding this incident, or if you desire further information or assistance, please call 800-704-6372 or email us at privacy@aarons.com.

Again, we regret any inconvenience this may cause you.

Sincerely,

Ken Butler
Chief Operating Officer

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Reference Guide

We encourage individuals receiving Aaron's letter dated October 17, 2011 to take the following steps:

Order Your Free Credit Report. To order your free credit report, visit www.annualcreditreport.com, call toll-free at (877) 322-8228, or complete the Annual Credit Report Request Form on the U.S. Federal Trade Commission's ("FTC") website at www.ftc.gov and mail it to Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA 30348-5281. The three credit bureaus provide free annual credit reports only through the website, toll-free number or request form.

When you receive your credit report, review it carefully. Look for accounts you did not open. Look in the "inquiries" section for names of creditors from whom you haven't requested credit. Some companies bill under names other than their store or commercial names. The credit bureau will be able to tell you when that is the case. Look in the "personal information" section for any inaccuracies in your information (such as home address and Social Security number). If you see anything you do not understand, call the credit bureau at the telephone number on the report. Errors in this information may be a warning sign of possible identity theft. You should notify the credit bureaus of any inaccuracies in your report, whether due to error or fraud, as soon as possible so the information can be investigated and, if found to be in error, corrected. If there are accounts or charges you did not authorize, immediately notify the appropriate credit bureau by telephone and in writing. Information that can't be explained also should be reported to your local police or sheriff's office because it may signal criminal activity.

Register for Credit Monitoring. Aaron's, Inc. has arranged with Equifax Personal Solutions to help you protect your identity and your credit information for up to one year at no cost to you. Equifax Credit Watch Silver™ will provide you with an "early warning system" to changes to your credit file and help you to understand the content of your credit file at the three major credit reporting agencies. The key features and benefits are listed below.

Equifax Credit Watch Silver™ provides you with a 1 year membership:

- Comprehensive credit file monitoring and automated alerts of key changes to your **Equifax** credit report
- Wireless alerts and customizable alerts available
- Access to your Equifax Credit Report™
- \$25,000 in Identity Theft Insurance with \$0 deductible, at no additional cost to you¹
- 24 by 7 live agent Customer Service to assist you in understanding the content of your Equifax credit information, to provide personalized identity theft victim assistance and in initiating an investigation of inaccurate information
- 90 day Fraud Alert placement with automatic renewal functionality (available online only)

How to Enroll.

To sign up for **online delivery** go to www.myservices.equifax.com/silver

Note: You MUST register using the above link

1. **Register:** Complete the form with your contact information (name, gender, address, date of birth, Social Security Number and telephone number) and click the "Continue" button. Complete the form with your email address, create a User Name and Password, enter the Promotion Code (**see the top of the front page of your letter for your Promotion Code**) in the "Promotion Code" box. The Promotion Code eliminates the need to provide a credit card number for payment. Then click the "Accept Terms & Continue" button. All of the information that you enter is in a secured environment.
2. **Verify ID:** The system will then ask you to answer up to four security questions. The questions and answers support the Equifax Identity Verification Process. Please answer the questions and then click the "Submit Order" button.
3. **Order Confirmation:** This page shows you your order. Please click the "View my Product" button to access the product features.

¹ Identity theft insurance underwritten by subsidiaries or affiliates of Chartis Inc. The description herein is a summary and intended for informational purposes only and does not include all terms, conditions, and exclusions of the policies described. Please refer to the actual policies for terms, conditions, and exclusions of coverage. Coverage may not be available in all jurisdictions. This product is not intended for minors (under 18 years of age).

Contact the U.S. Federal Trade Commission. If you detect any unauthorized transactions in your financial account, promptly notify your payment card company or financial institution. If you detect any incident of identity theft or fraud, promptly report the incident to your local law enforcement authorities, your state Attorney General and the FTC. If you believe your identity has been stolen, the FTC recommends that you take these additional steps:

- Close the accounts that you have confirmed or believe have been tampered with or opened fraudulently. Use the FTC's ID Theft Affidavit (available at www.ftc.gov/idtheft) when you dispute new unauthorized accounts.
- File a local police report. Obtain a copy of the police report and submit it to your creditors and any others that may require proof of the identity theft crime.

You can contact the FTC to learn more about how to protect yourself from becoming a victim of identity theft:

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

Place a Fraud Alert on Your Credit File. To protect yourself from possible identity theft, consider placing a fraud alert on your credit file. A fraud alert helps protect you against the possibility of an identity thief opening new credit accounts in your name. When a merchant checks the credit history of someone applying for credit, the merchant gets a notice that the applicant may be the victim of identity theft. The alert notifies the merchant to take steps to verify the identity of the applicant. You can place a fraud alert on your credit report by calling any one of the toll-free fraud numbers provided below. You will reach an automated telephone system that allows you to flag your file with a fraud alert at all three credit bureaus.

Equifax	P.O. Box 740241 Atlanta, Georgia 30374-0241	877-478-7625	www.equifax.com
Experian	P.O. Box 9532 Allen, Texas 75013	888-397-3742	www.experian.com
TransUnion	Fraud Victim Assistance Division P.O. Box 6790 Fullerton, California 92834-6790	800-680-7289	www.transunion.com

Credit Freezes. You may have the right to put a credit freeze, also known as a security freeze, on your credit file, so that no new credit can be opened in your name without the use of a PIN number that is issued to you when you initiate a freeze. A credit freeze is designed to prevent potential credit grantors from accessing your credit report without your consent. If you place a credit freeze, potential creditors and other third parties will not be able to get access to your credit report unless you temporarily lift the freeze. Therefore, using a credit freeze may delay your ability to obtain credit. In addition, you may incur fees to place, lift and/or remove a credit freeze. Credit freeze laws vary from state to state. The cost of placing, temporarily lifting, and removing a credit freeze also varies by state, generally \$5 to \$20 per action at each credit reporting company. Unlike a fraud alert, you must separately place a credit freeze on your credit file at each credit reporting company. Since the instructions for how to establish a credit freeze differ from state to state, please contact the three major credit reporting companies at the numbers above to find out more information.

For Residents of Maryland. You may also obtain information about preventing and avoiding identity theft from the Maryland Office of the Attorney General:

Maryland Office of the Attorney General, Consumer Protection Division
200 St. Paul Place, Baltimore, MD 21202, 1-888-743-0023, www.oag.state.md.us

For Residents of North Carolina. You may also obtain information about preventing and avoiding identity theft from the North Carolina Attorney General's Office:

North Carolina Attorney General's Office, Consumer Protection Division
9001 Mail Service Center, Raleigh, NC 27699-9001, 1-877-5-NO-SCAM, www.ncdoj.gov