



1000 Seville Road
Wadsworth, OH 44281
USA

1.800.924.5172
Fax 330.331.2022
www.ecstuning.com

6/19/2012

Honorable Michael A. Delaney
Attorney General of New Hampshire
State House Annex
33 Capitol Street
Concord, NH 03301

RE: Data Breach Notification

Dear Attorney General Delaney:

We are writing to inform you that between May 6th 2012 and May 10th 2012, ECS Tuning, Inc. had been the victim of a security breach. An unknown, unauthorized third party accessed customers' personal information associated with pending and recently shipped orders. Accessed personal information includes customers' names, addresses, email address, phone numbers, ECS account passwords, debit or credit card numbers, credit or debit card expiration dates, and debit or credit card security codes or access codes. There were 71 New Hampshire residents affected.

Please be assured that ECS Tuning, Inc. is taking this matter very seriously. We have worked diligently to investigate the unauthorized activity and have identified and secured the method of unauthorized access. We have notified the credit card companies and have provided them with information they have requested so they can notify the banks that issued the affected credit cards. We have also filed a case with the local Wadsworth, Ohio Police Department (Case# 21205162) and are cooperating with their investigation.

ECS Tuning, Inc. sent the attached notification letter to the affected customers on 06/15/2012. Also, in addition to continuing to monitor this situation, we are reexamining our current data privacy and security policies and procedures to find ways of reducing the risk of future data breaches. Should we become aware of any significant developments concerning this situation, we will inform you.

Please feel free to contact me at tom@ecstuning.com or (330)331-2003 if you have any questions.

Sincerely,

Tom Demrovsky
President, ECS Tuning



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Wadsworth, OH 44281
USA

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www.ecstuning.com

[DATE]

[NAME]
[Address]

RE: Notification of Breach of Customer Information

Dear :

We value our relationship with you and we look forward to serving your future needs. Regrettably, we must inform you that between May 6th and May 10th 2012, unauthorized access by an unknown third party concerning customers' personal information associated with pending and recently shipped orders occurred. Accessed personal information includes your name, address, email address, phone number, ECS Tuning customer account password, debit or credit card number, credit or debit card expiration date, and debit or credit card security code or access code. We have taken prompt action to secure the system to prevent any further compromises.

Please be assured that ECS Tuning Inc is taking this matter very seriously. We have worked diligently to investigate the unauthorized activity and have identified and secured the method of unauthorized access. We have notified the credit card companies and have provided them with information they have requested so they can notify the banks that issued the affected credit cards. We have also filed a case with the local Wadsworth, Ohio Police Department (Case# 21205162) and are cooperating with their investigation.

We have done the following to better secure our customer information: ECS Tuning has integrated PayPal's Payflow Pro to add additional security to the ECS Tuning checkout process and removed the storage of credit and debit cards for any length of time regardless of order status. In addition to already meeting PCI Compliance standards, we have added extra layers of security to ensure our customer privacy, such as scanning all inbound and outbound traffic. With these modifications, we are confident ECS Tuning is protecting your customer information.

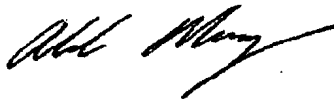
We want to describe certain steps that you can take to protect yourself against identity theft. First, we have enclosed instructions on how you can contact the three major credit bureaus to place a 90-day fraud alert on your account, inquire about any unusual activity on your accounts, and request a free credit report. We also suggest that you carefully review all bills and account statements you may receive over the next several months, and report any suspicious activity to the financial institution of the account at issue. If you think that your personal information is being improperly used in any manner, you can also contact local law enforcement to file a police report and contact your state Attorney General and/or the Federal Trade Commission at 1-877-ID THEFT (877-438-

4338). Additionally, the FTC's Web site at www.ftc.gov/idtheft has information to help individuals guard against and deal with identity theft.

We value and appreciate your business. We regret this situation and any inconvenience or concern it may cause you. ECS Tuning is committed to maintaining the security and privacy of customer information and taking all reasonable measures to prevent future breaches.

If you have further questions about this matter, please contact our Customer Service Manager, Thomas Lilly, at tilly@ecstuning.com or (800)924-5172.

Sincerely,



Alek Mergy – General Manager
ECS Tuning, Inc.
1000 Seville Road
Wadsworth, Ohio 44281

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Encl.

Contact Information - National Credit Reporting Agencies

Note: if you decide to place a 90-day fraud alert on your account, you only need to contact one of the three credit reporting agencies listed below. Once you have requested an alert with one agency, your request will be automatically sent to the other two agencies. In most cases, the alert will be placed on your credit file with all three agencies within 48 hours.

You may also place a security freeze on your credit report. A security freeze prohibits a credit reporting agency from releasing any information from a consumer's credit report without written authorization. However, please be aware that placing a security freeze on your credit report may delay, interfere with, or prevent the timely approval of any requests you make for new loans, credit mortgages, employment, housing or other services.

The cost for placing a security freeze varies by state, so please call or visit the credit reporting agencies' websites to find that information for your state. To place a security freeze on your credit report, you must send a written request with the following information to **each** of the three major consumer reporting agencies by regular, certified or overnight mail at the addresses listed below.

- Your full name (including middle initial as well as Jr., Sr., II, III, etc.);
- Social Security number;
- Date of birth;
- If you have moved in the past five (5) years, the addresses where you lived over the prior five years;
- Proof of current address such as a current utility bill or telephone bill;
- A legible photocopy of a government-issued ID card (state driver's license or ID card, military ID, etc.);
- If you are a victim of identity theft, include a copy of the police report, investigative report, or complaint to a law enforcement agency concerning identity theft.

Equifax	Experian	Trans Union
<p>P.O. Box 740241 Atlanta, GA 30374-0241 www.equifax.com For general info or to request a credit report, call 1-800-685-1111.</p> <p>To place a fraud alert, call 1-800-525-6285 or go to the Equifax Fraud Alert website</p> <p>To place a security freeze, send a written request by regular, certified, or overnight mail to:</p> <p>Equifax Security Freeze P.O. Box 105788 Atlanta, GA 30348</p>	<p>P.O. Box 2002 Allen, TX 75013 www.experian.com For general info, to request a credit report, or to place a fraud alert, call 1-888-397-3742.</p> <p>You can also place a fraud alert through the Experian Fraud Center website.</p> <p>To place a security freeze, send a written request by regular, certified, or overnight mail to:</p> <p>Experian Security Freeze P.O. Box 9554 Allen, TX 75013</p>	<p>P.O. Box 1000 Chester, PA 19022 www.transunion.com For general info or to request a credit report, call 1-800-888-4213.</p> <p>To place a fraud alert, call 1-800-680-7289, or visit the Trans Union Fraud Alert website</p> <p>To place a security freeze, send a written request by regular, certified, or overnight mail to:</p> <p>Trans Union Security Freeze Fraud Victim Assistance Dept. P.O. Box 6790 Fullerton, CA 92834</p>