Finish Line
3308 N. Mitthoeffer Road
Indianapolis, IN 46235
317.613.6894
317.613.6894 Fax
www.finishline.com

Mark W. Clark
Deputy General Counsel

March 15, 2013

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

Re: Finish Line – Notice of Data Event

Dear Attorney General Michael A. Delaney:

We are writing to notify you of a data security event that may have compromised the security of eighty (80) New Hampshire residents' personal information. Finish Line, 3308 N. Mitthoeffer Road, Indianapolis, IN 46235, is informing your office of pertinent facts that are known at this time relating to a theft of an employee laptop that contained the personal information of certain current and former Finish line employees.

Upon discovery of the theft, Finish Line reported the incident to police. Finish Line launched an internal investigation into the incident. Finish Line retained third-party forensic experts Navigant Consulting, Inc. to perform an independent forensic investigation. Finish Line retained privacy and data security counsel to assist with its investigation of, and response to this incident. This investigation is ongoing, and this notice will be supplemented with any new significant facts learned subsequent to its submission. By providing this notice, Finish Line does not waive any rights or defenses regarding the applicability of New Hampshire law or personal jurisdiction.

Nature of Data Event

On January 11, 2013, the laptop of Finish Line's Chief Accounting Officer was stolen from his secured vehicle. Finish Line's internal investigation, and Navigant's independent forensic examination, revealed that this laptop contained the names and Social Security numbers of certain current and former Finish Line employees. The laptop also contained the date of birth of some of these current and former Finish Line employees.

Notice to New Hampshire Residents

Although the investigation is ongoing, it appears that the personal information of eighty (80) New Hampshire residents may have been accessed without authorization. These New Hampshire residents will be sent written notice of the data event on or about March 15, 2013, in substantially the same form as the sample notice letter attached to this letter as ***Exhibit A***.

Other steps Taken and To Be Taken

In addition to providing written notice to the affected current and former Finish Line employees, Finish Line is offering all affected individuals the opportunity to enroll, at no cost to them, in triple-bureau credit monitoring services through Experian. Finish Line has provided notice of this data event to other state regulators. Finish Line has provided notice of this data event to consumer reporting agencies.

Contact Information

Should you have any questions regarding this notification or other aspects of the data event, please contact our privacy and data security counsel, Jennifer Coughlin or James Prendergast, of Nelson Levine de Luca & Hamilton, LLC, at 214-358-5134.

Sincerely,

Mark W. Clark
Deputy General Counsel, Finish Line

EXHIBIT "A"

The Finish Line, Inc.
3308 N. Mithoeffer Road
Indianapolis, IN 46235
Attn: Legal Department

Sample A. Sample
123 Anystreet
Anytown, US 12345-6789

Dear Sample A. Sample:

We are writing to notify you of an incident that may affect the security of your personal information. We are unaware of any attempted or actual misuse of your personal information, but are providing this notice to you to ensure that you are aware of the incident and so that you may take steps to monitor your identity, and your credit accounts, should you feel it is necessary to do so.

On January 11, 2013, the laptop of a Finish Line employee was stolen from the employee's secured personal vehicle. Upon discovering the theft, it was reported to local law enforcement. Finish Line commenced an internal investigation into the incident to determine what data was stored on the laptop at the time of the theft. Finish Line retained independent, third-party forensic experts Navigant Consulting, Inc. ("Navigant") to assist with this investigation. Navigant concluded its investigation on February 17, 2013. At that time, Navigant determined that a file containing your Social Security number, and name, as well as other information relating to your employment, was stored on the laptop at the time of the theft.

Finish Line takes this matter, and the security of your personal information, seriously. Upon discovering the theft, and in addition to launching its own internal investigation and retaining Navigant to perform an independent forensic investigation, Finish Line retained privacy and data security legal counsel to assist with this investigation of, and response to, the theft. The theft was reported to local law enforcement. Law enforcement's investigation into the theft is ongoing.

Finish Line is unaware of any actual or attempted misuse of your personal information, and it does not appear that the personal information stored on the laptop was the target of the theft. Out of an abundance of caution, though, Finish Line retained Experian to provide —at no cost to you—a membership for up to one (1) year to its ProtectMyID™ Alert identity monitoring and identity recovery services. This product helps detect possible misuse of your personal information and provides you with superior identity protection services focused on immediate identification and resolution of identity theft. Follow the instructions below to enroll and receive these services:

1. **ENSURE** that you enroll by: **May 31, 2013.**
2. **VISIT** the ProtectMyID™ Web Site: www.protectmyid.com/alert, or **call** 866-579-5479 to enroll.
3. **PROVIDE** your activation code: 999999999.

Once your ProtectMyID™ membership is activated, your credit reports will be monitored daily for 50 leading indicators of identity theft. You will receive timely Credit Alerts from ProtectMyID™ on any key changes in your credit reports which could include new inquiries, new credit accounts, medical collections and changes to public records.

ProtectMyID™ provides you with powerful identity protection that will help detect, protect and resolve potential identity theft. In the case that identity theft is detected, ProtectMyID™ will assign a dedicated U.S.-based Identity Theft Resolution Agent who will walk you through the process of fraud resolution from start to finish for seamless service.

We realize that identity theft can happen months and even years after a data breach. To offer added protection, you will receive ExtendCARE™, which provides you with the same high-level of Fraud Resolution support even after your ProtectMyID™ membership has expired.

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Your complimentary 12-month ProtectMyID™ membership includes:

- **Credit Report**: A free copy of your Experian credit report.
- **Daily Credit Monitoring**: Alerts you of suspicious activity including new inquiries, newly opened accounts, delinquencies, or medical collections found on your Experian, Equifax, and TransUnion credit reports.
- **Identity Theft Resolution**: If you have been a victim of identity theft, you will be assigned a dedicated, U.S.-based Experian Identity Theft Resolution Agent who will walk you through the fraud resolution process, from start to finish.
- **ExtendCARE**: Full access to the same personalized assistance from a highly-trained Fraud Resolution Agent even after your initial ProtectMyID™ membership expires.
- **$1 Million Identity Theft Insurance**: As a ProtectMyID™ member, you are immediately covered by a $1 Million insurance policy that can help you cover certain costs including lost wages, private investigator fees, and unauthorized electronic fund transfers.

Once your enrollment in ProtectMyID™ is complete, you should carefully review your credit report for inaccurate or suspicious items. If you have any questions about ProtectMyID™, need help understanding something on your credit report or suspect that an item on your credit report may be fraudulent, please contact Experian's customer care team at **1-866-579-5479**.

To further protect against possible identity theft or other financial loss, we encourage you to remain vigilant, to review your account statements, and to monitor your credit reports for suspicious activity. Under U.S. law, you are entitled to one free credit report annually from each of the three major credit reporting bureaus. To order your free credit report, visit www.annualcreditreport.com or call, toll-free, 1-877-322-8228. You may also contact the three major credit bureaus directly to request a free copy of your credit report.

At no charge, you can also have these credit bureaus place a "fraud alert' on your file that alerts creditors to take additional steps to verify your identity prior to granting credit in your name. Note, however, that because it tells creditors to follow certain procedures to protect you, it may also delay your ability to obtain credit while the agency verifies your identity. As soon as one credit bureau confirms your fraud alert, the others are notified to place fraud alerts on your file. Should you wish to place a fraud alert, or should you have any questions regarding your credit report, please contact any one of the agencies listed below.

Equifax	Experian	TransUnion
P.O. Box 740241	P.O. Box 2104	P.O. Box 2000
Atlanta, GA 30348	Allen, TX 75013	Chester, PA 19022
800-685-1111	888-397-3742	800-888-4213
www.equifax.com	www.experian.com	www.transunion.com

You can also further educate yourself regarding identity theft, and the steps you can take to protect yourself, by contacting your state Attorney General or the Federal Trade Commission. **For North Carolina residents**, the Attorney General can be contacted at 9001 Mail Service Center, Raleigh, NC 27699-9001, 1-919-716-6400, www.ncdoj.gov. **For Maryland residents**, the Attorney General can be contacted at 200 St. Paul Place, 16th Floor, Baltimore, MD 21202, (888) 743-0023, www.oag.state.md.us.

The Federal Trade Commission also encourages those who discover that their information has been misused to file a complaint with them. The Federal Trade Commission can be reached at: 600 Pennsylvania Avenue, NW, Washington, DC 20580, www.ftc.gov/bcp/edu/microsites/idtheft/, 1-877-ID-THEFT (1-877-438-4338); TTY: 1-866-653-4261. Instances of known or suspected identity theft should also be reported to law enforcement.

We have established a confidential assistance line for you to utilize if you have any questions or concerns regarding the incident or the contents of this letter. This confidential assistance line is staffed with professionals trained in identity protection and restoration. These professionals are also familiar with this incident, and can provide you with additional information concerning the theft. This confidential assistance line operates Monday through Friday, 9:00 a.m. to 9:00 p.m. E.S.T. and Saturday through Sunday, 11:00 a.m. to 8:00 p.m. E.S.T. You may reach the confidential assistance line by dialing, toll-free, (866) 579-5479.

We apologize for any inconvenience or concern that this may have caused you. The safety and security of your personal information remains a top priority of Finish Line.

Very truly yours,

Steven Schneider
President and COO, Finish Line