

BakerHostetler

STATE OF NH
DEPT OF JUSTICE
2016 MAY -2 AM 9: 18

Baker&Hostetler LLP

312 Walnut Street
Suite 3200
Cincinnati, OH 45202-4074

T 513.929.3400
F 513.929.0303
www.bakerlaw.com

Craig A. Hoffman
direct dial: 513.929.3491
cahoffman@bakerlaw.com

April 29, 2016

VIA OVERNIGHT DELIVERY

Attorney General Joseph Foster
Office of the Attorney General
33 Capitol Street
Concord, NH 03301-6310

Re: Incident Notification

Dear Attorney General Foster:

Our client, Hi-Tec, understands the importance of protecting the personal information of its customers. Hi-Tec received reports from several customers of fraudulent charges appearing on their payment cards shortly after they were used to make a purchase on Hi-Tec's Magnum Boots online order page. Hi-Tec immediately began working with the company that developed and maintains its websites.

On March 11, 2016, the web developer reported that it had identified unauthorized code that had been inserted into the program that operates Hi-Tec's order completion page. The code was designed to collect information submitted on Hi-Tec's online order form before it was encrypted for transmittal to the payment processor. The information entered on the online order form includes, name, address, email address, phone number, payment card number, expiration date and security code (CVV). The findings from the investigation indicate that orders placed on the Hi-Tec and Magnum Boots websites from January 24, 2016 to March 11, 2016 may have been affected.

In addition, online orders occurring prior to January 24, 2016 may also have been affected. The available log data indicates that the code was not installed prior to September 21, 2014, but a precise determination of the date when the code was installed cannot be determined from the log data available.

Accordingly, Hi-Tec will be providing written notification today to 15 New Hampshire residents who placed orders on the Hi-Tec or Magnum Boots websites from January 24, 2016 to

Atlanta Chicago Cincinnati Cleveland Columbus Costa Mesa Denver
Houston Los Angeles New York Orlando Philadelphia Seattle Washington, DC

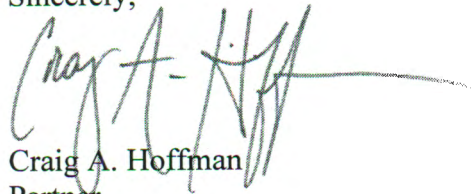
Attorney General Joseph Foster
April 29, 2016
Page 2

March 11, 2016 in accordance with N.H. Rev. Stat. Ann. §359-C:20 in substantially the same form as the document enclosed herewith. In addition, Hi-Tec is working diligently to identify those individuals who placed orders on the Hi-Tec or Magnum Boots websites from September 21, 2014 to January 23, 2016, and will mail notification letters to those individuals in accordance with N.H. Rev. Stat. Ann. §359-C:20. Notice is being provided as quickly as possible. N.H. Rev. Stat. Ann. §359-C:20.

Hi-Tec has taken steps to further strengthen the security of its e-commerce website to help prevent this from happening in the future, including removal of the code and the development of a new ecommerce website. Hi-Tec is also providing a dedicated call center that potentially affected individuals can call with questions regarding the incident.

Please do not hesitate to contact me if you have any questions regarding this matter.

Sincerely,



Craig A. Hoffman
Partner

Enclosure



Return Mail Processing Center
 P.O. Box 6336
 Portland, OR 97228-6336



<<mail id>>
 <<first name>><<last name>>
 <<Address>>
 <<City>><<State>><<Zip>>

<<Date>>

Dear <<first name>><<last name>>:

Hi-Tec values the relationship we have with our customers and understands the importance of protecting payment card information. We are writing to inform you about an incident that may involve some of your information.

Hi-Tec received reports from several customers of fraudulent charges appearing on their payment cards shortly after they were used to make a purchase on our Magnum Boots online order page. Hi-Tec immediately began working with the company that developed and maintains its websites. On March 11, 2016, the web developer reported that it had identified unauthorized code that had been inserted into the program that operates its order completion page. Hi-Tec began an analysis to determine when the code was inserted and its functionality. While that analysis was being conducted, Hi-Tec stopped accepting payment cards on its site and engaged a leading computer security investigation firm to assist in the investigation.

The code was designed to collect information submitted on our online order form before it was encrypted for transmittal to the payment processor. The information entered on the online order form includes name, address, email address, phone number, payment card number, expiration date, and security code (CVV). The findings from the investigation indicate that orders placed on our Magnum Boots and Hi-Tec websites from January 24, 2016 to March 11, 2016 may have been affected. Although we cannot confirm that any specific order information was affected, we are notifying you because you placed an order during this time period.

Hi-Tec is taking steps to further strengthen the security of our e-commerce website to help prevent this from happening in the future, including the removal of the code and the development of a new e-commerce website. We encourage you to remain vigilant and review your payment card account statements closely. You should report any unauthorized charges to your card issuer immediately because card network rules generally provide that cardholders are not responsible for unauthorized charges that are reported in a timely manner.

We apologize for any inconvenience or concern this may have caused. If you have questions, please call 844-812-9304 from 9 a.m. to 9 p.m. EST.

Sincerely,

DeGay Harris
 CFO
 Hi-Tec Sports USA, Inc.

MORE INFORMATION ON WAYS TO PROTECT YOURSELF

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 free annual 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, P.O. Box 740256, Atlanta, GA 30374, www.equifax.com, 1-800-525-6285
Experian, P.O. Box 9554, Allen, TX 75013, www.experian.com, 1-888-397-3742
TransUnion, P.O. Box 2000, Chester, PA 19022-2000, www.transunion.com, 1-800-916-8800

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 state. You can obtain information from these sources about the steps an individual can take to avoid identity theft as well as information about fraud alerts and security freezes. You should also contact your local law enforcement authorities 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, Consumer Response Center, 600 Pennsylvania Avenue, NW
Washington, DC 20580, 1-877-IDTHEFT (438-4338), www.ftc.gov/idtheft