

RECEIVED

MAY 26 2015

DOJ ADMIN

400 West Market Street
Suite 1800
Louisville, KY 40202-3352
[502] 587-3400
[502] 587-6391 Fax

May 19, 2015

Ian T. Ramsey
(502) 681-0438
(502) 779-8372 FAX
iramsey@stites.com

New Hampshire Attorney General
Attn: Security Breach Notification
33 Capitol Street
Concord, NH 03301

RE: Notice of Data Event

Dear Sir/Madam:

Pursuant to New Hampshire Revised Statute Sec. 359-C:20, on behalf of our client LifeView Outdoors, please accept this as notice of a security breach concerning the personal information of four New Hampshire residents. The breach of LifeView's payment processing system occurred between January 1, 2015 and April 18, 2015, which compromised customer's names and credit card information. Upon initial indication of the breach, the payment system was shut-down, reviewed, and a new system with additional security measures has since been installed. A sample breach notification letter to be sent on May 20, 2015, is attached.

Please let me know if you should have any questions.

Best regards,



Ian T. Ramsey

ITR:law

Enclosure

cc: LifeView Outdoors



May 15, 2015

«First» «Last»
«Address1»
«Address2»
«City», «State» «Zip»

Dear «First»:

We are contacting you because of a data security incident, which may involve your personal information. Between January 1, 2015, and April 18, 2015, an unauthorized user obtained names and credit card information from our payment processing system. Upon discovery, this system was immediately shut down, reviewed, and has since been replaced with a new system having additional security measures.

We encourage you to prevent any misuse of your information. First, we recommend that you closely monitor your financial accounts and promptly report unauthorized activity to your financial institution. Second, you should obtain information about preventing identity theft from the Federal Trade Commission ("FTC") at www.consumer.gov/idtheft, (877) ID-THEFT, or Consumer Response Center, 600 Pennsylvania Avenue, NW, Washington, D.C. 20580. If you suspect that theft of your identity has occurred, you should consider contacting your local law enforcement agency, your state Attorney General, or the FTC.

Third, we recommend that you obtain a free credit report by contacting the three U.S. credit-reporting agencies:

Equifax
P.O. Box 740241
Atlanta, GA 30374
(866) 349-5191
<http://www.equifax.com>

Experian
P.O. Box 9554
Allen, TX 75013
(888) 397-3742
<http://www.experian.com>

TransUnion
P.O. Box 6790
Fullerton, CA 92834
(855) 681-3196
<http://www.transunion.com>

Finally, you should check your credit reports periodically, and you can obtain information about fraud alerts and security freezes from the FTC or the above credit reporting agencies.

Please accept our sincere apology for any inconvenience this may cause you. My telephone number is (800) 395-5433, if you should have any questions or concerns.

Sincerely,

A handwritten signature in black ink, appearing to read "Michael Merryman", with a long, sweeping flourish extending to the right.

Michael Merryman
LifeView Outdoors