

March 23, 2012

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PRIVILEGED & CONFIDENTIAL

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

Re: Incident Notification

Dear Attorney General Delaney:

In late 2011, our client, The Orvis Company, Inc. ("Orvis") hired BenefitEvents to host a website and provide auction software that accepted registrations and bids for Orvis to auction a 1959 Land Rover Series II Model 109 Station Wagon and a 1954 Airstream Flying Cloud travel trailer. The auction ended in December 2011. On March 15, 2012, BenefitEvents notified Orvis that the encrypted computer database used to host the auction may have been accessed by an unauthorized person. BenefitEvents communicated that, although it had not conducted a forensic investigation, it believed that its computer network may have been compromised. BenefitEvents had received reports from other companies hosted by it saying that their bidders had fraudulent charges on the credit cards they used to register for those auctions. BenefitEvents also communicated that its encrypted database contained the following information provided by bidders when registering for the auction: name, address, phone number, e-mail, credit card number and expiration date.

Orvis is not aware of any reports that such information has been misused as a result of the incident. However, as a precaution, Orvis is notifying all individuals whose personal information was stored on the encrypted database and offering them one year of free credit monitoring through Experian.

To prevent this from happening in the future, Orvis has conducted a comprehensive internal review of its practices and procedures related to securing the privacy and confidentiality of sensitive personal information provided to it.

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We are notifying approximately 2 New Hampshire residents. Notification is being sent to those residents in substantially the form attached hereto.

Sincerely,

A handwritten signature in black ink, appearing to read "Theodore J. Kobus III". The signature is written in a cursive style with a large, looping initial 'T'.

Theodore J. Kobus III

rao

Enclosure



March __, 2012

[Name of Individual]

[Street Address]

[City, State and Zip]

Dear [Name of Individual]:

The Orvis Company, Inc. has been devoted to outdoor traditions, quality, and customer satisfaction for over 150 years. In connection with best serving our customers, we recognize the importance of, and are highly committed to, securing the privacy and confidentiality of your personal and sensitive information provided to us. Regrettably, we are writing to inform you of an incident involving that information.

Orvis hired BenefitEvents to host a website and provide auction software that accepted registrations and bids for Orvis. We auctioned a 1959 Land Rover Series II Model 109 Station Wagon and a 1954 Airstream Flying Cloud travel-trailer. The auctions ended in December 2011. On March 15, 2012, a representative of BenefitEvents notified Orvis that the encrypted computer database BenefitEvents used to host the auction may have been accessed by an unauthorized person. BenefitEvents reported that, although it has not conducted a forensic investigation, it believes its computer network may have been compromised. BenefitEvents received reports from other companies, hosted by them, that their bidders had fraudulent charges on the credit cards they used for their auctions. BenefitEvents also reported that its encrypted database contained information you provided when you registered for the auction, including your name, address, phone number, e-mail, and your credit card number and expiration date.

We are not aware of any reports that the personal information of any Orvis customer has been misused as a result of this incident. However, as a precautionary measure, we have arranged for your self-enrollment, in a one-year membership in ProtectMyID™ Elite from Experian. At no cost to you, this will provide comprehensive credit monitoring capabilities and identity-theft insurance. You can enroll in ProtectMyID.com without affecting your credit score. Please find the attached document outlining the steps and process for signing up for this service.

We recommend you remain vigilant to the possibility of fraud and identity theft by reviewing your credit report and credit card, bank, and other financial statements for any unauthorized activity. You may also obtain a copy of your credit report, free of charge, directly from each of the three nationwide credit reporting companies.

To order your annual free report, please visit www.annualcreditreport.com, call toll free at 1-877-322-8228, or directly contact the three nationwide credit reporting companies. Contact information for the three nationwide credit reporting companies is as follows:

Equifax	Experian	TransUnion
PO Box 740256	PO Box 9554	PO Box 6790
Atlanta, GA 30374	Allen, TX 75013	Fullerton, CA 92834
www.equifax.com	www.experian.com	www.transunion.com
1-800-525-6285	1-888-397-3742	1-800-680-7289

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 home state. Contact information for the Federal Trade Commission is as follows:

Federal Trade Commission
600 Pennsylvania Avenue, NW
Washington, DC 20580
www.ftc.gov
1-877-438-4338

You can obtain information from these sources about 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.

We want to assure you that we are committed to the security of your personal information and are taking this matter very seriously. We have conducted a comprehensive internal review of our practices and procedures to prevent this from happening again in the future. If you have any questions, or you need further assistance, you may contact Chris Andrews, assistant to the President, at 1-888-451-4344.

Sincerely,

Lisa Lavin
Director of Customer Experience

Mike Rigney
Vice President of Operations