



2100 Highway 55
Medina, Minnesota 55340-9770
763-542-0500
763-542-0599 fax

Attorney General Michael Delaney
Attn: Security Breach Notification
New Hampshire Department of Justice
33 Capitol Street
Concord, NH 03301

June 7, 2013

Dear Attorney General Delaney:

Pursuant to state law, I am writing to notify you that Polaris Industries Inc. recently became aware of a security deficiency in one of its systems. As explained in further detail below, certain information contained in dealer applications became accessible in a very limited manner via the Internet. The information was not searchable. In order to access this information, it would have been necessary for an individual to have the exact uniform resource location (URL) where the application was stored and only with that particular address could the information be found. When this was discovered, Polaris immediately rectified the situation. Polaris has no reason to believe that any information was accessed by an unauthorized individual or will be misused in any way. Nevertheless, out of an abundance of caution, Polaris will be notifying 10 New Hampshire residents of this situation.

NATURE OF THE SECURITY INCIDENT

Polaris discovered the security deficiency on May 8, 2013. Its investigation revealed that any dealer application submitted to Polaris between April 1, 2007, and May 8, 2013, was inadvertently made accessible over the Internet due to the manner in which Polaris electronically stored the application. The applications contained certain sensitive information, such as name, address, social security number, and financial account number.

However, as to any application submitted by a New Hampshire resident, only an individual who knew the exact URL where the application was stored could have gained unauthorized access. In other words, the applications of New Hampshire residents were not "crawled" by Google or other search engines and thus should not have appeared as results in searches for the residents' names. Further, we have no reason to believe that anyone with a malicious purpose acquired these URLs or that information of New Hampshire residents was or will be misused in any way.

STEPS POLARIS HAS TAKEN RELATING TO THE INCIDENT

Upon discovering that the applications were available online, Polaris immediately took action to make them inaccessible to anyone but authorized Polaris employees. It has disabled the entire dealer application site, and it will not put it back online until it can ensure the security deficiency has been fixed.

Polaris will also be sending a letter to affected individuals, notifying them of the incident and informing them of steps they can take to protect themselves. A copy of the letter is enclosed. We expect to send it to affected individuals in the very near future and no later than June 10, 2013.

Polaris will use this incident as an opportunity to evaluate its data privacy and security practices to ensure it maintains appropriate safeguards to protect individuals' personal information.

Please feel free to contact me using the information provided above should you have any questions.

Sincerely,

A handwritten signature in black ink that reads "Stacy Bogart". The signature is written in a cursive, flowing style.

Stacy Bogart
Vice President, General Counsel and Secretary
Polaris Industries Inc.



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June 10, 2013

Dear Sir/Madam:

I am writing to inform you that Polaris has learned of a security breach involving your personal data. As explained in further detail below, certain information contained in your dealer application became accessible in a very limited manner via the Internet. This information was not searchable. In order to access this information, it would have been necessary for an individual to have the exact uniform resource location (URL) where the application was stored and only with that particular address could the information be found. When this was discovered, Polaris immediately rectified the situation. Polaris has no reason to believe that any information was accessed by an unauthorized individual or will be misused in any way.

WHAT HAPPENED?

Any dealer application submitted to Polaris between April 1, 2007 and May 8, 2013 was inadvertently made accessible over the Internet. Our investigation revealed that this occurred because of a security deficiency in the way we stored your application. It was accessible from the date on which you submitted it until May 8, when we discovered the issue.

However, as explained in greater detail below, only an individual who knew the exact URL where your application was stored could have gained unauthorized access. We have no reason to believe that anyone with a malicious purpose acquired this URL or that your information was or will be misused in any way.

Nevertheless, because your application contained certain sensitive information, such as your name, address, social security number, and financial account number, we are providing this notice in an abundance of caution and as required by various state laws.

Please be aware that, upon learning of this security breach, Polaris immediately took action to make your data inaccessible by anyone but authorized Polaris employees. We have disabled the entire dealer application site, and we will not put it back online until we can ensure the security deficiency has been fixed.

WHAT ARE THE RISKS OF THIS INFORMATION BEING MISUSED?

Although your information was accessible over the Internet for a period of time by an individual who knew the exact URL where your application was stored, we are not aware of any evidence

that anyone has misused this information by making fraudulent charges or by engaging in other acts of identity theft.

Our investigation indicated that only individuals with the exact URL where your application was stored could have gained unauthorized access. Your application was not made available on a high-traffic page of our website, and it was not “searchable”—in other words, search engines such as Google, Yahoo!, and Bing did not “index” your application and thus did not display your application in a list of results for searches of your name or other personal information.

HOW CAN YOU HELP PROTECT YOURSELF?

To help protect yourself from the possibility of identity theft, you may consider placing a fraud alert on your credit file. A fraud alert lets creditors know to contact you before opening any new accounts or making any changes to your existing accounts. There is no charge for this service, and it is easy to request. Call any one of the three major credit bureaus. As soon as one credit bureau confirms your fraud alert, the others will be notified to place fraud alerts on your credit file. All three credit reports will be sent to you free of charge for your review.

Equifax	Experian	TransUnionCorp
800-525-6285	888-397-3742	800-680-7289

When you receive your credit reports, look them over carefully. Look for accounts you did not open. Look for inquiries from creditors that you did not initiate. Also look for personal information, such as home address and Social Security number, that is not accurate. If you see anything you do not understand, call the credit reporting company at the telephone number on the report.

If you find suspicious activity on your credit report, or have reason to believe your information is being misused, contact your local police or sheriff’s office and file a report of identity theft. Get a copy of the police report; many creditors want the information it contains to absolve you of any fraudulent debts.

Even if you do not find any suspicious activity on your credit reports, experts recommend that you continue to monitor your credit reports and keep the fraud alert in place for at least a year.

For more information about preventing identify theft, we suggest you visit the Federal Trade Commission’s identity theft Web site at <http://www.consumer.ftc.gov/features/feature-0014-identity-theft>. You may contact the FTC by phone at (877) 438-4338 or by mail at 600 Pennsylvania Avenue, NW Washington, DC 20580.

WHERE CAN YOU FIND ADDITIONAL INFORMATION ABOUT THIS INCIDENT?

If you have any questions or concerns regarding this incident, you may contact Polaris Consumer Service at (800) 765-2747, from 7am to 5pm, CT Monday through Friday.

Polaris also apologizes to you and deeply regrets the inconvenience this incident may cause you. We understand our responsibility to protect your personal information and value the trust you

place in us. We hope this letter demonstrates our continued commitment to your security and satisfaction. We will use this incident as an opportunity to evaluate our data privacy and security practices to ensure we maintain appropriate safeguards to protect your personal information.

Sincerely,

Mike Jonikas
Vice President – Snowmobiles and
Sales and Corporate Marketing

Special Notice for Illinois, Massachusetts, and West Virginia Residents

We are required by Massachusetts state law to tell you that you have the right to obtain any credit report and obtain a copy of it.

We are also required by Illinois, Massachusetts, and West Virginia state laws to tell you that you may 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.

If you have been a victim of identity theft, and you provide the credit reporting agency with a valid police report, it cannot charge you to place, lift or remove a security freeze. In all other cases, a credit reporting agency may charge you up to \$5.00 each to place, temporarily lift, or permanently remove a security freeze. To place a security freeze on your credit report, you must send a written request to each of the three major consumer reporting agencies by regular, certified or overnight mail at the addresses below:

Equifax Security Freeze
P.O. Box 105788
Atlanta, GA 30348

Experian Security Freeze
P.O. Box 9554
Allen, TX 75013

Trans Union Security Freeze
Fraud Victim Assistance
Department
P.O. Box 6790
Fullerton, CA 92834

In order to request a security freeze, you will need to provide the following information:

1. Your full name (including middle initial as well as Jr., Sr., II, III, etc.);
2. Social Security Number;
3. Date of birth;
4. If you have moved in the past five (5) years, provide the addresses where you have lived over the prior five years;
5. Proof of current address such as a current utility bill or telephone bill;
6. A legible photocopy of a government issued identification card (state driver's license or ID card, military identification, etc.)
7. If you are a victim of identity theft, include a copy of either the police report, investigative report, or complaint to a law enforcement agency concerning identity theft;
8. If you are not a victim of identity theft, include payment by check, money order, or credit card (Visa, MasterCard, American Express or Discover only). Do not send cash through the mail.

The credit reporting agencies have three (3) business days after receiving your request to place a security freeze on your credit report. The credit bureaus must also send written confirmation to you within five (5) business days and provide you with a unique personal identification number

(PIN) or password, or both that can be used by you to authorize the removal or lifting of the security freeze.

To lift the security freeze in order to allow a specific entity or individual access to your credit report, you must call or send a written request to the credit reporting agencies by mail and include proper identification (name, address, and social security number) and the PIN number or password provided to you when you placed the security freeze as well as the identities of those entities or individuals you would like to receive your credit report or the specific period of time you want the credit report available. The credit reporting agencies have three (3) business days after receiving your request to lift the security freeze for those identified entities or for the specified period of time.

To remove the security freeze, you must send a written request to each of the three credit bureaus by mail and include proper identification (name, address, and social security number) and the PIN number or password provided to you when you placed the security freeze. The credit bureaus have three (3) business days after receiving your request to remove the security freeze.

Special Notice for Maryland and North Carolina Residents

information about avoiding identity theft not only from the Federal Trade Commission's identity theft website, but also from the website of your state's attorney general.

The telephone numbers, addresses, and website addresses for the Maryland and North Carolina attorneys general are:

Office of the Maryland Attorney General
200 St. Paul Place
Baltimore, MD 21202
(888) 743-0023
<http://www.oag.state.md.us/>

North Carolina Attorney General's Office
9001 Mail Service Center
Raleigh, NC 27699-9001
(877) 566-7226
<http://www.ncdoj.gov/>