



November 5, 2009

Office of the Attorney General, Michael A. Delaney
State of New Hampshire
33 Capitol Street
Concord, NH 03301

To Whom It May Concern:

This provides notice to the Office of the Attorney General, Michael A. Delaney, as required, by Sea Ray Boats, Inc. ("Sea Ray") of a data breach which included personal information of 341 Sea Ray dealership personnel, four of whom are residents of New Hampshire. On Wednesday, October 21, 2009, a Sea Ray employee unintentionally emailed to 698 Sea Ray dealership personnel a document containing personal information, including name, contact information and Social Security number of 341 of the individuals who were included on the email. This error was identified and an email recall request was sent within an hour on the same day. In addition, Sea Ray will be obtaining confirmation from all of the recipients that the email and attachment have been deleted.

Sea Ray has no indication that the personal information has or will be misused; however, all 341 affected individuals will be notified this week via email and USPS mail, which notice includes an offer of one year of complimentary credit monitoring to be handled through Experian (*the sample notice is attached for your reference*). Sea Ray is also providing notice to the national credit bureaus: Equifax, Experian, and TransUnion.

In consideration of the aforementioned actions, Sea Ray is confident that appropriate measures are being taken with regard to this issue. Please contact Wildy Perryman at [redacted] should there be any questions or if anything further is needed.

Sincerely,

Robert Noyes
Vice President, Marketing
Sea Ray Boats, Inc.

Wildy Perryman
Senior Manager, Regulatory Affairs
Brunswick Corporation

Attachment



October 30, 2009

Larry

CONFIDENTIAL

Dear Larry:

I am writing regarding an incident that involves your personal information. On Wednesday, October 21, 2009, a Sea Ray Boats, Inc. employee unintentionally emailed a document containing your personal information, including name, contact information and Social Security number to 698 Sea Ray dealership personnel with whom Sea Ray Boats, Inc. has a relationship. This error was identified and an email recall request was sent within an hour on the same day. In addition, we are in the process of obtaining confirmation from all of the recipients that the email and attachment have been deleted. Nevertheless, I wanted to explain this incident to you in as prompt a manner as possible and tell you what actions you may wish to take.

While we have no reason to believe that your personal information has or will be misused, we recommend that you remain vigilant by reviewing your credit card and other account statements and by monitoring your credit reports for unauthorized activity. To help do this Sea Ray Boats, Inc. is offering one year of credit monitoring at no cost to you. The credit monitoring product is being provided through Experian and includes toll-free customer service 7-days a week and \$25,000 in identity theft expense insurance. Enclosed is additional information about the Experian product and instructions for registering by phone or using the internet as well as information on identity theft prevention measures. You will need to provide the unique individual code shown on the attached page when registering. If you wish to receive this credit monitoring product, you must register by January 30, 2010. I encourage you to do so as soon as possible. If you have any questions regarding this letter, please contact the Brunswick Corporation Ethics Office at (847)735-4318.

If you suspect your personal information has been misused, you should report this to your local law enforcement. We also ask that you advise Brunswick Corporation of any suspected misuse by contacting the Brunswick Corporation Ethics Office at (847)735-4318.

A hard copy of this letter will also be sent to you via U.S. mail. Let me assure you that we are fully committed to protecting all of the personal information that is entrusted to us, and we sincerely apologize for this unfortunate incident and any inconvenience or concern it may cause.

Sincerely,

Robert Noyes
Vice President, Marketing
Sea Ray Boats, Inc.

Wildy Perryman
Senior Manager, Regulatory Affairs
Brunswick Corporation

Exhibit B

Triple AlertSM from ConsumerInfo.com, Inc., an Experian[®] company

INSTRUCTIONS

Sea Ray Boats, Inc. and Brunswick Corporation take this incident seriously and are committed to assuring the security of your data. Out of an abundance of caution, in order to help you detect the possible misuse of your information, we are providing, at no cost to you, a one-year membership in Triple AlertSM from ConsumerInfo.com, Inc., an Experian[®] company, to provide you with world-class credit monitoring capabilities and in-depth assistance in every aspect of identity theft protection including identity theft insurance*. Enrolling in the Triple Alert program will not hurt your credit score.

Your personal activation code is shown below. You can enroll on the phone by speaking with Experian Customer Care representatives toll-free at (866) 252-0121 or by accessing the website identified below:

Triple Alert Web Site: <http://partner.consumerinfo.com/triple>

Your Activation Code:

You Must Enroll By: January 31, 2010

As soon as you enroll, Experian will begin to monitor your credit reports from Experian, Equifax[®] and TransUnion[®] on a daily basis and notify you of key changes. This powerful tool will help you identify potentially fraudulent use of your information, and provide you with immediate assistance from a dedicated team of fraud resolution representatives should you ever need help.

Your complimentary 12-month Triple Alert membership includes:

- Daily monitoring and timely alerts of any key changes to your credit reports—so you know when there is any activity that you should be made aware of such as notification on new inquiries, newly opened accounts, delinquencies, public records or address changes
- Toll-free access to a dedicated team of fraud resolution representatives who will help you investigate each incident; contact credit grantors to dispute charges, close accounts if need be, and compile documents; and contact all relevant government agencies
- \$25,000 in identity theft insurance coverage (\$10,000 for New York state residents) with zero deductible provided by Virginia Surety Company, Inc. for certain identity theft expenses

You have until January 30, 2010 to activate this membership and, once activated, it will continue for 12 full months. To get the benefits of Triple Alert, you must enroll. Once your enrollment in Triple Alert is complete, you should carefully review your credit reports for potentially inaccurate or suspicious items. If you have questions about Triple Alert, 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 at (866) 252-0121.

* Insurance coverage is not available in US overseas Commonwealth or Territories (i.e. Puerto Rico).

CONFIDENTIAL

IDENTITY THEFT PREVENTION MEASURES

- One of the most important things you can do to protect against identity theft is to activate your complimentary Experian credit monitoring and to remain vigilant over the next 12 months and review your credit card bills and credit report for unauthorized activity.
- Even if you do not wish to activate your Experian credit monitoring, you are still entitled to receive annually one free copy of your consumer credit report from each of the three national consumer reporting agencies. You may request your free annual consumer credit report immediately by visiting www.annualcreditreport.com or by calling 1-877-FACTACT (1-877-322-8228). You should promptly report any suspected identity theft to your local law enforcement agency, the U.S. Federal Trade Commission, your financial institution, and to the Fraud Alert phone line of a consumer reporting agency. The toll free numbers for the three national reporting agencies are:
 - Equifax: 1-877-478-7625 or online at www.fraudalerts.equifax.com
 - Experian: 1-888-397-3742
 - TransUnion: 1-800-680-7289
- Because your Social Security Number was involved, you may wish to consider placing a fraud alert on your credit files. A fraud alert requires potential creditors to use what the law refers to as "reasonable policies and procedures" to verify your identity before issuing credit in your name. A fraud alert lasts for 90 days. You can place an alert by calling one of the three credit reporting agencies at a number listed above.
- If your personal information has been misused, report it to your local law enforcement, and get a copy of the police report. You may need to give copies of the police report to creditors to clear up your records.
- Victims of identity theft also have the right to place a security freeze on their consumer reports. A security freeze is designed to prevent credit, loans and services from being approved in your name without your consent. However, a security freeze may delay your ability to obtain credit. You may request that a security freeze be placed on your consumer report by sending a request to a consumer reporting agency by certified mail, overnight mail, or regular stamped mail to the addresses below:
 - Equifax Security Freeze, P.O. Box 105788, Atlanta, Georgia 30348, www.equifax.com
 - Experian Security Freeze, P.O. Box 9554, Allen, Texas 75013, www.experian.com
 - TransUnion Fraud Victim Assistance Dept., P.O. Box 6790, Fullerton, California 92834, www.transunion.com

The following information should be included when requesting a security freeze: (1) full name, with middle initial and any suffixes; (2) Social Security Number; (3) date of birth; (4) current address for the past two years; (5) any applicable incident report or complaint with a law enforcement agency. The request should also include a copy of a government-issued identification card (such as a driver's license or military ID) and a copy of a recent utility bill or bank or insurance statement. Each copy should be legible, display your name and current mailing address, and the date of issue. The consumer reporting agency may charge a fee to place or lift a freeze, unless you are a victim of identity theft or the spouse or dependant of a victim of identity theft, and you have submitted a valid police report relating to the identity theft to the consumer reporting agency.

- To learn more about identity theft or to report an incident of identity theft, you can go to the Federal Trade Commission's web sites, www.consumer.gov/idtheft, www.ftc.gov/bcp/edu/microsites/idtheft/consumers/detect.html, or call the FTC's Identity Theft Hotline at 1-877-438-4338 to request information.

Special Note

- For residents of Maryland: You can also learn more about identity theft from the Maryland Office of the Attorney General, by visiting their web site at <http://www.oag.state.md.us/idtheft/index.htm>, calling the Maryland Identity Theft Unit at 410-567-6491, or requesting more information at Maryland's Identity Theft Unit, 200 SL Paul Place, 16th Floor, Baltimore, MD 21202.