

[PW Companies letterhead/logo]

[First Name] [Last Name]
[Address]
[City], [State] [Zip]

15642

August 29, 2019

Dear [First Name] [Last Name]:

PW Companies ("PW"), parent company of retail brand Cariloha, writes to notify you of a recent incident that may affect the security of some of your payment card data. This notification explains what happened, how it may impact you, and it sets out steps you can take in response, should you feel it necessary to do so.

Information privacy and security are among our highest priorities. Upon learning of this incident, we launched an investigation to determine what happened and what information may have been affected. With the assistance of a third-party forensic investigator, we determined that the following types of payment card data may have been accessible as a result of the incident: your name, phone number, billing and shipping address, credit/debit card number, expiration date and card verification code (CVC2, CVV2 or CID).

PW has strict security measures in place to protect information in our care. As part of our ongoing commitment to the security of information at PW, we reset relevant passwords, reviewed our system security measures, and further strengthened system security. We also notified law enforcement and relevant regulatory bodies.

We are notifying potentially impacted individuals, including you, so that you may take further steps to best protect your personal information, should you feel it is appropriate to do so.

We encourage you to remain vigilant against incidents of identity theft and fraud, to review your account statements, and to monitor your credit reports for suspicious activity. If you see any unauthorized or suspicious activity, promptly contact your bank, credit union, credit card company.

Under U.S. law you are entitled to one free credit report annually from each of the three major credit reporting bureaus. To order your free credit report, visit www.annualcreditreport.com or call, toll-free, 1-877-322-8228. You may also contact the three major credit bureaus directly to request a free copy of your credit report.

Security Freeze. You have the right to place a "security freeze" on your credit report, which will prohibit a consumer reporting agency from releasing information in your credit report without your express authorization. The security freeze is designed to prevent credit, loans, and services from being approved in your name without your consent. However, you should be aware that using a security freeze to take control over who gets access to the personal and financial information in

your credit report may delay, interfere with, or prohibit the timely approval of any subsequent request or application you make regarding a new loan, credit, mortgage, or any other account involving the extension of credit. Pursuant to federal law, you cannot be charged to place or lift a security freeze on your credit report. Should you wish to place a security freeze, please contact the major consumer reporting agencies listed below:

Experian

PO Box 9554
Allen, TX 75013
1-888-397-3742

www.experian.com/freeze/center.html

TransUnion

P.O. Box 160
Woodlyn, PA 19016
1-888-909-8872

www.transunion.com/credit-freeze

Equifax

PO Box 105788
Atlanta, GA 30348-5788
1-800-685-1111

www.equifax.com/personal/credit-report-services

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.

Fraud Alert. As an alternative to a security freeze, you have the right to place an initial or extended "fraud alert" on your file at no cost. An initial fraud alert is a 1-year alert that is placed on a consumer's credit file. Upon seeing a fraud alert display on a consumer's credit file, a business is required to take steps to verify the consumer's identity before extending new credit. If you are a victim of identity theft, you are entitled to an extended fraud alert, which is a fraud alert lasting seven years. Should you wish to place a fraud alert, please contact any one of the agencies listed below:

Experian

P.O. Box 9554
Allen, TX 75013
1-888-397-3742

www.experian.com/fraud/center.html

TransUnion

P.O. Box 2000
Chester, PA 19016
1-800-680-7289

www.transunion.com/fraud-victim-resource/place-fraud-alert

Equifax

P.O. Box 105069
Atlanta, GA 30348
1-888-766-0008

www.equifax.com/personal/credit-report-services

Additional Information. You can further educate yourself regarding identity theft, fraud alerts, security freezes, and the steps you can take to protect yourself by contacting the consumer reporting agencies, the Federal Trade Commission, or your state Attorney General. PW can be reached by mail at 280 W 10200 S, Sandy, UT 84070.

The Federal Trade Commission can be reached at: 600 Pennsylvania Avenue NW, Washington, DC 20580, www.identitytheft.gov, 1-877-ID-THEFT (1-877-438-4338); TTY: 1-866-653-4261. The Federal Trade Commission also encourages those who discover that their information has been misused to file a complaint with them. You can obtain further information on how to file such a complaint by way of the contact information listed above. You have the right to file a police report if you ever experience identity theft or fraud. Please note that in order to file a report with law enforcement for identity theft, you will likely need to provide some proof that you have been a victim. Instances of known or suspected identity theft should also be reported to law enforcement and your state Attorney General. This notice has not been delayed by law enforcement.

We understand you may have questions or concerns that are not addressed in this letter. If you have additional questions, you may call the PW Companies customer service line at 1-800-884-5815. You may reach Jacob Cusworth, Cariloha's Customer Service Manager by dialing 0 at the prompt. This line is available Monday through Friday, 8:00 a.m. to 5:00 p.m. Mountain Time.

We sincerely regret any inconvenience this incident may cause you. PW remains committed to safeguarding information in our care.

Sincerely,

A handwritten signature in black ink, appearing to read 'Aaron C. Hobson', written in a cursive style.

Aaron C. Hobson
Executive Vice President of Marketing
PW Companies