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Re: Notice of Data Breach

Dear ,

On behalf of Alitura Naturals, I write to inform you of a security incident that may have involved unauthorized access to your personal information. We are sending this letter to provide you with information regarding what happened, what steps we are taking, as well as steps you may take to protect your information.

When we first became aware of the potential unauthorized access, we launched an investigation and put measures in place to help prevent any further unauthorized access. We also implemented planned upgrades and improvements to our current website to help prevent a future incident. In addition, we are taking several steps to further strengthen and enhance our information security controls, including accelerating the launch of our brand new website on a completely different e-commerce platform with a more robust data security.

Your trust is of paramount importance to us, and we apologize for any inconvenience this incident may cause you.

What Information Was Involved?

The personal information involved may have included your name, address, and debit and/or credit card information.

What We Are Doing

We are providing you with this notice to meet our legal obligations, but also so that you may take additional steps to protect yourself. As mentioned previously, we are taking several steps to further strengthen and enhance our information security controls, including accelerating the launch of our brand new website on an e-commerce platform with more robust data security.

What You Can Do

You should remain vigilant against identity theft, and we recommend that you review your bank or credit card statements carefully for unauthorized charges. If you do discover fraudulent charges, we recommend that you contact the fraud department at your bank or credit card company to cancel your card, and to request that a new one be issued.

Also, enclosed is an "Information about Identity Theft Protection" guide, which describes recommendations by the Federal Trade Commission regarding identity theft protection and details on how to place a fraud alert or a security freeze on your credit file.

For More Information

Again, your trust is extremely important to us, and we are taking this very seriously. If you have any questions, please call 1-800-910-8624 between 10 a.m. and 5 p.m. PT Monday through Friday or email support@alituranaturals.com.

Sincerely,

Andy Hnilo CEO

Information about Identity Theft Protection

We recommend that you regularly review statements from your accounts and periodically obtain your credit report from one or more of the national credit reporting companies. You may obtain a free copy of your credit report online at www.annualcreditreport.com, by calling toll-free 1-877-322-8228, or by mailing an Annual Credit Report Request Form (available at www.annualcreditreport.com) to: Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA, 30348-5281. You may also purchase a copy of your credit report by contacting one or more of the three national credit reporting agencies listed below.

Equifax P.O. Box 740241 Atlanta, GA 30374-0241 800-685-1111 www.equifax.com	Experian P.O. Box 9532 Allen, TX 75013 888-397-3742 www.experian.com	TransUnion P.O. Box 6790 Fullerton, CA 92834-6790 800-916-8800 www.transunion.com	
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You should remain vigilant with respect to reviewing your account statements and credit reports, and you should promptly report any suspicious activity or suspected identity theft to us and to the proper law enforcement authorities, including local law enforcement, your state's attorney general, and/or the Federal Trade Commission ("FTC"). You may contact the FTC or your state's regulatory authority to obtain additional information about avoiding and protecting against identity theft: Federal Trade Commission, Consumer Response Center, 600 Pennsylvania Avenue, NW, Washington, DC 20580, 1-877-IDTHEFT (438-4338), www.ftc.gov/idtheft.

Under Massachusetts law, you have the right to obtain any police report filed in regard to this incident. If you are the victim of identity theft, you also have the right to file a police report and obtain a copy of it.

Fraud Alerts: There are also two types of fraud alerts that you can place on your credit report to put your creditors on notice that you may be a victim of fraud: an initial alert and an extended alert. You may ask that an initial fraud alert be placed on your credit report if you suspect you have been, or are about to be, a victim of identity theft. An initial fraud alert stays on your credit report for at least 90 days. You may have an extended alert placed on your credit report if you have already been a victim of identity theft with the appropriate documentary proof. An extended fraud alert stays on your credit report for seven years. You can place a fraud alert on your credit report by contacting any of the three national credit reporting agencies at the toll-free numbers listed below:

Equifax	Experian	TransUnion
877-478-7625	888-397-3742	800-680-7289

Credit Freezes: Massachusetts law also allows consumers to place a security freeze on their credit reports. 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.

It is of no cost to you to direct a credit reporting agency to place, temporarily lift, or permanently remove a security freeze.

To place a security freeze on your credit report, you may create an online account with each of the three major consumer reporting agencies, Equifax (www.equifax.com); Experian (www.experian.com); and

TransUnion (www.transunion.com), and manage your credit freeze through your account. You may also send each agency a written request 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 2000 Chester, PA 19022-2000

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;

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 log-in to your online account, 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 log-in to your online account, or 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.