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PulseTV.com™

<<Date>> (Format: Month Day, Year)

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<<address_1>>
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<<city>>, <<state_province>> <<postal_code>>
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**IMPORTANT INFORMATION
PLEASE REVIEW CAREFULLY**

Dear <<first_name>> <<last_name>>:

PulseTV is writing with important information regarding a recent data security incident involving some of the information we use to process orders that may have included your name, address, email address, payment card number, expiration date, and card security code (CVV). We take this matter very seriously because we know how important this information is to you. We are providing this notice to you as a precautionary measure, to inform you of the incident, and to explain steps that you can take to protect your information.

What We Are Doing About It

Because cyber threats are always evolving, we evaluate our IT security protocols on a continual basis to make sure that sensitive data is protected. In addition, we have taken and will be taking steps to further improve our website security and help prevent similar occurrences in the future. We are also working with the payment card networks to keep them informed and cooperating with the ongoing investigation of the incident by law enforcement. In addition, consistent with our compliance obligations and responsibilities, we are providing notice of this incident to appropriate state regulators.

What You Can Do

In an abundance of caution, we recommend that you take the following preventative measures to help protect your information:

1. Remain vigilant for incidents of fraud and identity theft by regularly reviewing your account statements and monitoring free credit reports for any unauthorized or suspicious activity. Information on additional ways to protect your information, including how to obtain a free credit report and free security freeze, can be found at the end of this letter.
2. Report any incidents of suspected identity theft to your local law enforcement, state Attorney General, and the major credit bureaus. **As a Massachusetts resident, you have the right to obtain any police report filed about this incident. If you are a victim of identity theft, you also have the right to file a police report and obtain a copy of it concerning any fraud or identity theft committed using your personal information.**
3. If you believe that your payment card information may have been compromised, we strongly encourage that you contact your payment card company and/or financial institution and request that the card be cancelled.

For More Information

Please accept our apologies that this incident occurred. The privacy and security of your information is very important to us and we remain committed to maintaining the confidentiality of your information. **If you have any further questions, please contact us at 1-855-618-3212, Monday through Friday, 9:00 a.m. to 6:30 p.m., Eastern Time (excluding some U.S. holidays).**

Sincerely,

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

Tom Zegar,
Co-Founder & Vice President
Pulsetv.com

MORE INFORMATION ABOUT IDENTITY THEFT AND WAYS TO PROTECT YOURSELF

Visit www.experian.com/credit-advice/topic-fraud-and-identity-theft.html for general information regarding identity protection. You can obtain additional information about fraud alerts, security freezes, and preventing identity theft from the consumer reporting agencies listed below and the Federal Trade Commission (FTC) by calling its identity theft hotline: 877-438-4338; TTY: 1-866-653-4261. They also provide information online at www.consumer.ftc.gov/features/feature-0014-identity-theft. The FTC's address is: Federal Trade Commission, Division of Privacy and Identity Protection, 600 Pennsylvania Avenue, NW, Washington, DC 20580. You have the ability to place a security freeze on your credit reports by contacting the following agencies.

National Credit Reporting Agencies Contact Information

Equifax

P.O. Box 105788
Atlanta, GA 30348
1-888-298-0045
www.equifax.com

Experian

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

TransUnion

P.O. Box 160
Woodlyn, PA 19094
1-888-909-8872
www.transunion.com

Obtain Your Credit Report

You should also monitor your credit reports. You may periodically obtain your credit reports from each of the national consumer reporting agencies. In addition, under federal law, you are entitled to one free copy of your credit report every 12 months from each of the three nationwide consumer reporting agencies listed above. You may obtain a free copy of your credit report by going to www.AnnualCreditReport.com or by calling (877) 322-8228. You also may complete the Annual Credit Report Request Form available from the FTC at www.consumer.ftc.gov/articles/pdf-0093-annual-report-request-form.pdf and mail it to Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA 30348-5281. You may also contact any of the three major consumer reporting agencies to request a copy of your credit report.

For Massachusetts residents: You may obtain one or more (depending on the state) additional copies of your credit report, free of charge. You must contact each of the credit reporting agencies directly.

If you discover inaccurate information or a fraudulent transaction on your credit report, you have the right to request that the consumer reporting agency delete that information from your credit report file.

Fraud Alerts

You may want to consider placing a fraud alert on your credit report. An initial fraud alert is free and will stay on your credit file for at least one year. The alert informs creditors of possible fraudulent activity within your report and requests that the creditor contact you prior to establishing any new accounts in your name. To place a fraud alert on your credit report, contact any of the three national credit reporting agencies using the contact information listed above. As soon as one credit bureau confirms the fraud alert, they will notify the others. Additional information is available at www.annualcreditreport.com.

Security Freeze

You have the ability to place a security freeze on your credit report at no cost to you. A security freeze is intended to prevent credit, loans and services from being approved in your name without your consent. To place a security freeze on your credit report, you may be able to use an online process, an automated telephone line, or a written request to all three of the credit reporting agencies listed above. The following information must be included when requesting a security freeze (note that if you are requesting a credit report for your spouse, this information must be provided for him/her as well): (1) full name, with middle initial and any suffixes; (2) Social Security number; (3) date of birth; (4) current address and any previous addresses for the past five years; (5) a legible copy of a government-issued identification card, (6) proof of current address, such as a legible copy of a recent utility bill or bank or insurance statement, (7) a legible copy of a recent W-2, pay stub, or Social Security card, and (8) if you are a victim of identity theft, a copy of either the police report, investigative report, or complaint to a law enforcement agency concerning identity theft. It is essential that each copy be legible, display your name and current mailing address, and the date of issue. **Under federal law, you cannot be charged to place, lift, or remove a security freeze.**

After receiving your freeze request, each credit reporting company will send you a confirmation letter containing a unique PIN (personal identification number) or password. Keep the PIN or password in a safe place, you will need it if you choose to lift the freeze. If you do place a security freeze *prior* to enrolling in the credit monitoring service as described above, you will need to remove the freeze in order to sign up for the credit monitoring service. After you sign up for the credit monitoring service, you may refreeze your credit file.

Additional Helpful Information

Even if you do not find any suspicious activity on your initial credit reports, the Federal Trade Commission (FTC) recommends that you check your credit reports periodically. Checking your credit report periodically can help you spot problems and address them quickly.

If you find suspicious activity on your credit reports or have reason to believe your information is being misused, call your local law enforcement agency and file a police report. Be sure to obtain a copy of the police report, as many creditors will want the information it contains to absolve you of the fraudulent debts. You may also file a complaint with the FTC by contacting them at the information provided above.

If this notice letter states that your financial account number and/or credit or debit card number was impacted, we recommend that you contact your financial institution to inquire about steps to take to protect your account(s), including whether you should close your account(s) or obtain a new account number(s).

If your personal information has been used to file a false tax return, to open an account or to attempt to open an account in your name, or to commit fraud or other crimes against you, you may file a police report in the city in which you currently reside.