

January 12, 2015

First Name Last Name  
Address  
City, State Zip

Dear \_\_\_\_\_ :

Piech Sales Company, LLC d/b/a ValuePetSupplies.com is contacting you about an incident regarding a breach of our computer system that involves your personal information. We are committed to protecting your privacy, so please review the following important information.

On or about November 25, 2014, ValuePetSupplies.com was the victim of a cyberattack. Unauthorized persons accessed our servers and installed malicious files to capture personal information entered by individuals onto our website (<http://www.valuepetsupplies.com>). The information impacted could include name, address, credit or debit card number, card value verification (CVV) and expiration date, telephone number, electronic mail address, and/or account password.

We engaged professionals who identified and removed the malicious files and took additional steps to secure the system against further breaches. We believe that the date range of the breach was November 25 through December 29, 2014. This notice has not been delayed by law enforcement.

We take the confidentiality of our customer information very seriously. Although we have no knowledge that your personal information was accessed from the malicious files, it is important that we notify you and provide you with specific information below to help protect your financial and other personal records.

**Place a fraud alert on your credit report.** We recommend that you place a fraud alert on your credit report. A fraud alert is free of charge and easy to place. You may contact toll-free any one of the three major credit bureaus listed below and follow their simple instructions. As soon as one bureau confirms your report, the others are simultaneously notified on your behalf.

Equifax  
P.O. Box 740256  
Atlanta, GA 30374  
888-766-0008

Experian  
475 Anton Blvd  
Costa Mesa, CA 92626  
888-397-3742

TransUnion LLC  
P.O. Box 2000  
Chester, PA 19022-2000  
800-680-7289

**Obtain a copy of your free credit report.** You may also obtain a free copy of your credit report from each of the three major credit reporting bureaus once every 12 months by visiting <http://annualcreditreport.com>, calling toll-free 877-322-8228, or by completing an Annual Credit Report Request Form and mailing it to Annual Credit Report Request Service, P.O. Box 105281, Atlanta, Georgia 30348. It is recommended that you remain

vigilant for incidents of fraud and identity theft by monitoring your free credit reports. You may purchase a copy of your credit report by contacting one of the three major credit reporting bureaus above.

**Monitor your credit reports and account statements.** Even if you do not find any suspicious activity on your initial credit reports, the Federal Trade Commission (FTC) recommends that you remain vigilant by monitoring your credit reports and account statements periodically. Doing so can help you spot problems and address them quickly.

**Notify law enforcement of any suspicious activity.** You should also promptly report any fraudulent activity or any suspected incidents of identity theft to the appropriate law enforcement authorities, your state attorney general, and/or the FTC.

**Change your account password.** If you have an online account with Valuepetsupplies.com, change your password by visiting the website, clicking on “My Account,” then clicking “Forgot Your Password” and following the prompts. You should also change the password on any other accounts or websites for which you used the same password.

**Additional resources to protect against identity theft.** You can find additional information to help protect yourself from identity theft, including information about fraud alerts and security freezes, by contacting one of the three major credit bureaus listed above, or by visiting the FTC’s website at [www.ftc.gov/idtheft](http://www.ftc.gov/idtheft), by calling 1-877-ID-THEFT (1-877-438-4388), or by writing to the Federal Trade Commission, 600 Pennsylvania Ave., NW, Washington, DC 20580.

- **Maryland residents** may wish to review information provided by the Maryland Attorney General on how to avoid identity theft at <http://www.oag.state.md.us/idtheft>, or by sending an e-mail to [idtheft@oag.state.md.us](mailto:idtheft@oag.state.md.us), by calling 888-743-0023, or by writing to the Maryland Office of the Attorney General, Consumer Protection Division, 200 St. Paul Place, 16<sup>th</sup> Floor, Baltimore, MD 21202.
- **North Carolina residents** may wish to review information provided by the North Carolina Attorney General at <http://www.ncdoj.gov>, by calling 877-566-7226, or by writing to the North Carolina Office of the Attorney General, Consumer Protection Division, 9001 Mail Service Center, Raleigh, NC 27699.
- **Wisconsin residents** may submit a written request to ValuePetSupplies.com to learn the personal information that may have been acquired.

**How to contact us.** If you have any questions or if you would like additional information regarding this breach event you may contact ValuePetSupplies.com by calling us toll-free at 1-800-825-8373, e-mailing us at [support@valuepetsupplies.com](mailto:support@valuepetsupplies.com), or writing to Piech Sales Company, LLC, 167 Industrial Park Circle, Livingston, TN 38570.

We sincerely regret that this unfortunate cyberattack occurred. We are committed to protecting your personal information, and we hope this information will be useful to you.

Sincerely,

Zachary Piech  
President  
Piech Sales Company, LLC d/b/a/ ValuePetSupplies.com