

2450 Rimrock Rd Ste 203 Madison WI 53713-2799
Phone: 608-442-1400 / Fax: 608-442-1444

Re: Important Notice

Dear Sir or Madam,

On January 27, 2010, my office was burglarized and my associate's purse was stolen. The stolen purse contained a backup tape of the office computer system. The theft was reported to the police and they are investigating the incident and trying to locate the stolen property. As your representative's branch manager, I maintain information about you on my office computers, such as your name, address, date of birth, social security number and policy information. As a result, your information was contained on the backup tape that was inside the stolen purse. As explained below, I do not believe that any of the information contained on the backup tape was accessed by any unauthorized parties, nor do I believe future unauthorized access will occur. However, because the backup tape held personal information pertaining to you, I feel it prudent to make you aware of this situation.

Thankfully, due to the unique circumstances surrounding the theft, there is no evidence that an unauthorized individual has retrieved your personal information, and it is highly unlikely that anyone will access your personal information in the future. It appears from all indications that the thief, who was likely looking for money and credit cards, disposed of the other items, including the purse. The label on the tape gave no indication of what type of information was contained on the tape. Therefore, the thief would not have any motivation to invest substantial time and money into accessing the information. Even if the purse thief had known that there was personal information on the tape, it would be very difficult to access any information on the tape because of the specific format of the backed up information. The backup tape is a special type of storage device that must be read by a specific piece of business equipment that consumers would not own. The approximate cost of the special equipment is around \$1,000.00. It must be purchased from one of two specific manufacturers, and requires specific software to be utilized. In addition, the backup tape was password protected with a very strong password that would require special expensive software to even attempt to crack.

For your own peace of mind, we encourage you to consider placing a "Fraud Alert" and "Security Freeze" on your credit file. There is no charge for these services and I have attached instructions on how to do so for your reference. Please report any suspicious activity on your credit reports to your local police or sheriff's office.

I am committed to maintaining the privacy and security of all customer information and take this responsibility very seriously. Our systems and practice are continually modified to enhance the security of sensitive information and I sincerely regret any inconvenience this incident may cause you.

Should you have further questions about this matter, please contact me at 608-442-1400.

Sincerely,



David K. Sorensen

IDENTITY THEFT PRECAUTIONS

Fraud Alert

As a precaution against identity theft, you can consider placing a fraud alert on your credit file. A "fraud alert" tells creditors to contact you before they open any new accounts or change your existing accounts. A fraud alert also lets your creditors know to watch for other unusual or suspicious activity. To place a fraud alert, call *any* one of the three major credit bureaus, listed below. An initial fraud alert remains effective for ninety days, and is free of charge. If you wish, you can renew the fraud alert at the expiration of this initial period. As soon as one credit bureau confirms your fraud alert, the others are notified to place fraud alerts on your file.

Security Freeze

You can also consider placing a security freeze on your credit reports. A "security freeze" prohibits a credit reporting agency from releasing any information from your credit report without written authorization. Placing a security freeze on your credit report may delay, interfere with, or prevent timely approval of requests you make for new loans, credit mortgages, employment, housing or other services; therefore, take time to consider the benefits and potential drawbacks of a security freeze.

If you have been a victim of identity theft and you provide the credit reporting agency with a valid police report, the agency cannot charge you to place, lift, or remove a security freeze. In all other cases, a credit reporting agency may charge you a fee to place, temporarily lift, or permanently remove a security freeze. If you do not have a police report, it costs \$5 to place a security freeze with each major consumer reporting agency listed below, for a total of \$15. In addition, each reporting agency also charges \$5 to temporarily lift or permanently remove a credit freeze.

To place a security freeze on your credit report, you must send a written request to each of the three major consumer reporting agencies: Equifax, Experian, and TransUnion, by regular, certified or overnight mail at the addresses below:

TransUnion Security Freeze

Fraud Victim Assistance Department P.O. Box 6790
Fullerton, CA 92834
Toll-free: 800-680-7289, www.transunion.com

Equifax Security Freeze

P.O. Box 105788
Atlanta, GA 30348
Toll-free: 800-685-1111, www.equifax.com

Experian Security Freeze

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

In order to request a security freeze, you will need to provide the following information:

Your full name;

Proof of current address such as a current utility bill or telephone bill;

If you have moved in the past five (5) years, provide the addresses where you have lived over the prior five years;

A legible photocopy of a government issued identification card (state driver's license or ID card, military identification, etc.);

Date of birth;

Social Security Number;

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; and

If you are not a victim of identity theft, include payment for the service.

After receiving your request, the credit bureaus will send a written confirmation to you and provide you with a unique personal identification number (PIN) or password (or both). You will use this PIN (or password) to lift the security freeze in order to allow a specific entity or individual access to your credit report, and to remove the security freeze.

Further Information

You may obtain additional information by contacting the Federal Trade Commission (FTC) or visiting the FTC's privacy and identity theft website, as follows:

FTC identity theft phone line: 1-877-IDTHEFT (1-877-438-4338) FTC identity theft website:
www.ftc.gov/idtheft.com

