

PLEASE SUBMIT THIS FORM TO ALL THREE (3) STATE AGENCIES as follows:

Fax this form to the Consumer Protection Board (CPB):

CPB:

Security Breach Notification-

Fax: 518-474-2474

and also **Fax & Mail** this form to:

NYS Office of Cyber Security and Critical Infrastructure Coordination (CSCIC):

30 South Pearl St.

Floor P2

Albany, NY 12207

Fax: 518-474-9090

Attorney General:

Asst. Attorney General in Charge

Bureau of Consumer Frauds

120 Broadway - 3rd Floor

New York, NY 10271

Fax: 212-416-6003

Regulatory Compliance A457B
Experian / «CaseID»«SeqNo»
475 Anton Blvd
Costa Mesa CA 92626-7037

March 29, 2007

«BestFirstName» «BestMiddleName» «BestLastName»«BestGeneration»
«BestStreetNumber» «BestPreDirection»«BestStreetName»
«BestCity» «BestState» «BestZip»

This letter is to inform you that your personal information may have been accessed without proper authorization.

Experian, one of the nationwide credit reporting agencies, identified that its client, Vallarta Auto Sales, had certain Experian consumer information accessed without proper authorization. The consumer information consists of information typically found in a consumer report. Such information includes your name and address and one or more of the following: Social Security number or date of birth. Experian is actively working with Vallarta Auto Sales to investigate this matter. Contact information for Vallarta Auto Sales is as follows:

Vallarta Auto Sales
Maria Islas Hernandez
1717 E Fremont St
Las Vegas, NV 89101
(702) 318-5100

Experian is providing the following information to help protect you from potential misuse of your information, including identity theft:

We recommend that you contact Experian as soon as possible at (888) 397-3742 to:

- Add an initial security alert statement to your credit file at all three national credit reporting agencies: Experian, Equifax and Trans Union. The alert will remain on your credit file for 90 days. Experian will electronically transmit your request for the 90-day security alert to the other two national credit reporting agencies.
- Remove your name from Experian's mailing lists of pre-approved offers of credit for six (6) months.
- Receive a free copy of your credit report.

For your convenience, Experian also offers the above service online at <http://www.experian.com/fraud> with the added benefit of allowing you immediate access to your credit report.

We also advise being vigilant when reviewing your account statements for any unusual activity. Another way to protect your identity from any misuse is to review your credit report frequently to ensure that all information is accurate. To assist you with protecting your personal information, Experian will provide you with one free year of credit monitoring services through membership in Credit Manager.

To take advantage of the Credit Manager membership, please go to <http://www.consumerinfo.com/ConsumerHelp> and use promotion code «**PROMOCODE**» to order the membership. Detailed instructions for accessing the Credit Expert website are as follows:

- In any browser type URL exactly as provided above.
- Fill in name and address on first page, and click "Submit & Continue."
- Complete identity process on second page.
- **Do not enter credit card information on second page;** instead, enter your promotional code (exactly as above).
- Click "Submit."
- If you have any questions during the online ordering process, please contact customer service at (866) 673-0140.

Additionally, the Federal Trade Commission ("FTC") offers consumer assistance and educational materials relating to identity theft and privacy issues. The FTC can be contacted by either visiting <http://www.consumer.gov/idtheft> or by calling (877) 438-4338.

We hope this information is helpful to you, and Experian sincerely regrets any inconvenience or concern this incident may cause.

Sincerely,



L. Mundy
Vice President
Regulatory Compliance

SAMPLE

CONSUMER
PROTECTION BOARD
2007
RECEIVED

experianSM CONSUMER

Experian
475 Anton Boulevard
Costa Mesa, CA 92626-7036

www.experian.com

NYS CONSUMER
PROTECTION BOARD

APR - 3 2007

RECEIVED

March 29, 2007

New York State Consumer Protection Board
5 Empire State Plz Ste 2101
Albany NY 12223

New York State Office of Cyber Security & Critical Infrastructure Coordination
30 S Pearl St
Albany NY 12207-3425

Asst. AG in Charge
Bur. Of Cons. Frauds
120 Broadway, 3rd Floor
New York, NY 10271

Re: Requirement of New York Assembly Bill 4254

To whom it may concern:

In accordance with state law, I wish to inform you that Experian intends to notify fourteen New York residents about unauthorized access to their personal information. The fourteen residents will be notified by US mail this week.

Experian recently investigated the unauthorized access and determined that there are no confirmed cases of identity theft for these New York residents. However, we are providing notice in an abundance of caution. Copies of the written notifications are enclosed.

If you have any questions concerning this issue, please feel free to contact me at (714) 830-5255.

Sincerely,



Laura Mundy
Vice President
Regulatory Compliance

VAS

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Sincerely,



L. Mundy
Vice President
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