



January 16, 2008

Scott D. Schafer  
Assistant Attorney General  
Consumer Protection Division  
One Ashburton Place  
Boston, MA 02108

RE: Security Breach Notification

Dear Mr. Schafer,

I received your letter dated January 10, 2008 requesting a copy of the correspondence that was sent out to customers notifying them of the security breach. Attached is the letter requested.

If you have any questions, please do not hesitate to contact me.

Sincerely,

A handwritten signature in black ink that reads 'Bert Hardy' in a cursive, slightly slanted script.

Bert Hardy  
Chief Information Officer  
S&K Menswear

S&K Famous Brands, Inc.

Mailing: P.O. Box 31800, Richmond, Virginia 23294-1800

Shipping: 11100 West Broad Street, Glen Allen, VA 23060

Telephone: 804-346-2500 Fax: 804-747-3979 <http://www.skmenwear.com>



January 16, 2008

**You do not need to make any changes to your S&K menswear accounts or to change the way you do business with us.**

Dear Valued Customer:

Let us tell you why you are receiving this email. While investigating reports of suspicious email activity, we recently discovered unauthorized access to our online store [www.skmenswear.com](http://www.skmenswear.com). This unauthorized access was immediately eliminated; however, certain customer information stored in one of our databases has been retrieved by external sources. This letter is to inform you that S&K Menswear has discovered that your personal information—including your name, address, credit card number, and expiration date—may have been accessed on or about October 24, 2007 without proper authorization. We want to stress, however, that no social security number, CVV2 data or track 2 magnetic stripe data was compromised at all.

Upon learning of this unauthorized access, S&K Famous Brands:

- Disconnected the system in question
- Immediately began an investigation, which is still ongoing at this time
- Notified the credit card issuers
- Purged or masked credit card data on our servers
- Changed all user names and passwords on the system
- Hired a leading provider of information security to conduct a full forensic security audit as required by the major credit card issuers
- Notified various law enforcement agencies including the FBI and Secret Service

As always, we encourage you to remain alert in guarding your personal information, regularly review your account statements, and monitor your credit activity from the major reporting agencies (see the attachment to this correspondence if you suspect identity theft).

We sincerely apologize to you for this situation and want to assure you that protecting the security and privacy of your information remains a top priority. We have made and will continue to make significant investments in security software, systems and procedures, and we will remain vigilant about protecting you.

We want to answer any questions and address any concerns that you may have about this matter. For more information, including a list of Frequently Asked Questions (FAQs), please go

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to [www.skmenswear.com/security/faq.htm](http://www.skmenswear.com/security/faq.htm) or contact us at 1 (800) 690-4996. We encourage you to review the FAQs and, if you have a question, send us an email at [security@skmenswear.com](mailto:security@skmenswear.com). Once again, please be assured that your security and privacy are our top concern at S&K Menswear.

Sincerely,

S&K Menswear

## Attachment – what to do if you suspect identity theft:

S&K Famous Brands is providing you with the following information to help protect you from potential misuse of your information, including the potential of identity theft. If you suspect identity theft, we recommend that you contact the credit reporting agencies in order to:

- Place a fraud alert or security freeze on your credit file. A fraud alert tells creditors to take extra precautions before they open any new accounts or change any existing accounts. A security freeze prevents third parties from accessing your credit report without your consent.

A fraud alert can be placed by calling the Automated Fraud Alert systems at the numbers below for any one of the three credit reporting agencies. You only need to contact one of the three credit reporting agencies; your request will be shared electronically with the other two repositories.

A request for a security freeze, however, must be made with each of three credit reporting agencies for it to appear in their records. Such requests are typically required to be made in writing.

- Request a free copy of your credit report and review the credit report for suspicious activity. Credit bureau employees are available to help you interpret your report once you receive a copy of it, if needed.
- Check your credit card and other account statements regularly. Also check your credit report periodically. If you find suspicious activity on your account statements or credit report or have reason to believe your information is being misused, you should call your local law enforcement agency and file a police report. You should get a copy of the police report since many creditors want the information it contains to address the fraudulent debts. You should also notify Experian, TransUnion and Equifax as well as file a complaint with the FTC at [www.consumer.gov/idtheft](http://www.consumer.gov/idtheft) or at 1-877ID-THEFT (438-4338). The complaint will be accessible to law enforcement for their investigations.

Equifax Credit Information Services, Inc.  
P.O. Box 740256  
Atlanta, GA 30374  
[www.equifax.com](http://www.equifax.com)  
Automated Fraud Alert-  
1.800.525.6285  
Order Credit Report-1.800.685.1111

Transunion Credit Bureau  
P.O. Box 6970  
Fullerton, CA 82834  
[www.transunion.com/](http://www.transunion.com/)  
Automated Fraud Alert-  
1.800.680.7289  
Order Credit Report-1.800.680.7289

Experian  
P.O. Box 9532  
Allen, TX 75013  
[www.experian.com](http://www.experian.com)  
Automated Fraud Alert-  
1.888.397.3742  
Order Credit Report-1.888.397.3742

You should also know that 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 [www.consumer.gov/idtheft](http://www.consumer.gov/idtheft) or by calling (877) 438-4338.