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April 10, 2012

Kamala D. Harris
Attorney General, State of California
Attorney General's Office
California Department of Justice
Attn: Public Inquiry Unit
P.O. Box 944255
Sacramento, CA 94244-2550

Attorney General Harris:

We are writing pursuant to Cal.Civ.Code § 1798.82 to report that on March 23, 2012, our client, X-Rite Incorporated ("X-Rite"), learned that one of its database servers was attacked by a malicious third party. This server contained personal information, including the name, contact information and credit card information of a number of X-Rite's customers who made purchases on X-Rite's pantone.com website, including some customers who were residents of California. Upon confirmation of the intrusion, X-Rite took immediate steps to protect its customers' information, including disabling the server and notifying law enforcement. In addition, X-Rite completely rebuilt the affected servers with all new hardware that is free of any viruses or malware, changed all of its internal passwords, and has initiated additional security measures, including conducting more frequent security audits and scans of its databases in the hopes of detecting potential intrusions before they occur.

On Friday April 6, X-Rite sent out a letter to each of these individuals notifying them of the intrusion and possible compromise of their personal information in compliance with California law. These letters will provide helpful information that will enable these individuals to protect themselves from identity theft, including contact information for the credit agencies and FTC, how to obtain a credit report, how to put in place a fraud alert, how to put in place a credit freeze, advice to monitor their credit reports and financial accounts, and advice to report suspected incidences of identity theft to local law enforcement, the Attorney General, or the FTC. In addition, out of an abundance of caution, we also are offering one year of credit monitoring to any of the affected California residents who had an active credit card in the pantone.com database. A copy of this notice is attached.

We assure you that our client takes this issue, and the privacy and security of its customers, very seriously and is working diligently to ensure that this does not occur again. Please feel free to contact me if you have any questions.

Best regards,

Anthony DiResta / MIT
Anthony E. DiResta