

EASTON-BELL SPORTS



January 21, 2014

Easton-Bell Sports, Inc. Media Statement for Inquiries about Computer Intrusion

Easton-Bell Sports, Inc. recently discovered that its vendor servers were subject to a malicious software (“malware”) computer intrusion. Specifically, the servers that were accessed contained the information of approximately 6,000 Easton-Bell e-commerce customers who made online purchases between December 1, 2013 and December 31, 2013. This information may have included our consumers’ personal information, such as name, address, telephone number, email, credit card number and the three or four digit credit card security code on the card provided.

Upon discovery of this intrusion, we immediately shut down the affected servers and hired outside consultants to conduct an exhaustive investigation of this matter. Additionally, Easton-Bell has taken several steps to enhance procedures and protocols in order to prevent such incidents in the future. We take the privacy and security of our customers very seriously and deeply regret that their information was possibly put at risk. We have extended credit repair and monitoring services to those impacted as a preventative measure. We will continue to work closely with our vendor to ensure that something like this does not occur again.

More information for customers is available at the Easton-Bell Sports corporate website. Customers who suspect unauthorized activity should contact: 1.866.892.6059.

About Easton-Bell Sports

Easton-Bell Sports, Inc. is a leading designer, developer and marketer of branded sports equipment, protective products and related accessories. The company markets and licenses products under such well-known brands as *Easton, Bell, Giro, Riddell* and *Blackburn*. Its products incorporate leading technology and designs and are used by professional athletes and enthusiasts alike. Headquartered in Van Nuys, California, the company has 34 facilities worldwide. More information is available at: www.eastonbellsports.com.