

March 3, 2015



Del Taco Franchisees:

In recent weeks, there have been numerous companies in the news for credit card breaches including Home Depot, Dairy Queen, Jimmy John's and PF Chang's, just to list a few. Data breach is a serious risk for the Del Taco brand and your investment.

As you may know, the PCI Compliance standards changed effective January 1, 2015 (PCI-DSS 3.0). The rules are changing and becoming more stringent. In addition, the risks and costs of data breaches are increasing. The average data breach costs an owner \$80,000 and reduces revenues for all owners. Bad news travels fast and it's a fact that brands that have been breached lose customers. Criminal hacking groups from all over the world are targeting restaurant chains with astonishing success. Therefore, it's imperative that we take strong measures to protect Del Taco from this growing threat.

To reduce the chance of Del Taco suffering a data breach, we are immediately mandating brand-wide PCI compliance. The failure to establish and maintain PCI compliance will constitute a default under your franchise agreement(s). Franchisees must provide written evidence of PCI compliance for each location by August 31, 2015. This includes the following information:

1. Completed and fully compliant PCI Self-Assessment Questionnaire (SAQ)
2. Signed Attestation of Compliance (AOC)
3. Passing External Vulnerability Scan from a PCI Authorized Scanning Vendor (ASV)

Resources

I understand that running your business is your top priority, and that finding time and resources for PCI compliance can be challenging. Therefore, Del Taco selected EarthLink to simplify the PCI compliance process. EarthLink understands Del Taco's IT environment and has set up resources to help us become 100% PCI compliant. EarthLink has partnered with ANX who is a PCI Qualified Security Assessor company and an Authorized Scanning Vendor.

EarthLink and ANX will be auditing each store's PCI compliance status over the next 60 days and delivering a PCI Compliant solution to non-compliant stores. Del Taco partnered with EarthLink to develop a customized PCI solution for our brand at an attractive price. The EarthLink solution provides \$100,000 of data breach protection plus tools, technology, and support to get you compliant.

To sign up for EarthLink services, you may do one of the following:

1. Go to ProtectDelTaco.com
2. Call 877.404.6791

Next Steps

Learn more about what you need to do and how EarthLink can help by attending the upcoming Del Taco "road shows", which are scheduled for March 16–April 8, 2015. Please coordinate your attendance with your Franchise Business Consultants (FBC). EarthLink will call you to verify your current PCI compliance status beginning on March 16, 2015. Thank you for your attention to this important matter.

Best regards,

Paul Murphy
Chief Executive Officer