



ATTORNEY GENERAL OF TEXAS  
GREG ABBOTT

March 10, 2005

**By Facsimile 614-478-2253 and First Class Mail**

Julie Davis  
Executive Vice President and  
General Counsel  
Retail Ventures, Inc.  
3241 Westerville road  
Columbus, Ohio 43224

Re: Security breach affecting DSW customers

Dear Ms. Davis:

This office has followed with great concern reports that credit card and private financial information in the possession of DSW Shoe Warehouse (“DSW”) has been the subject of a security breach and possibly obtained by parties engaged in illegal activities.

It is my understanding that DSW has attempted to inform consumers of this breach by means of public announcements. Because of the seriousness of this situation and the potential harm to consumers, this office is requesting that DSW and Retail Ventures, Inc., take further steps to notify all Texas residents who may have been affected by this breach. More specifically, DSW should immediately inform all Texas consumers whose credit card, “Other purchase” and private financial information is known to have been compromised, providing them with as much detailed information as possible about the breach and when it occurred, and advising them to review their credit reports for new accounts or suspicious activity. A similar notice should go to those consumers whose information may have been compromised.

In addition, this office would appreciate your providing the following additional information: (a) the number of Texas consumers whose information may have been compromised; (b) the number of Texas consumers whose information is known to have been compromised; (c) a description of the information which may have been illegally obtained, including an explanation of your use of the phrase “other purchase information”; and (d) an outline of DSW’s intended course of action, including timelines for notification to Texans.

We would also appreciate having a discussion with you to learn more about the scope of the problem and the best available remedies under the circumstances. In the meantime, we ask for your detailed response to this request as soon as possible and thank you for your anticipated cooperation.

Ms. Davis  
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If you have any questions, please contact me at your convenience at the telephone noted below. I look forward to hearing from you.

Sincerely,

A handwritten signature in black ink that reads "D. Esther Chavez". The signature is written in a cursive style with a large, looping "D" and "C".

D. ESTHER CHAVEZ  
Assistant Attorney General  
Office of the Attorney General  
(512) 475-4628  
(512) 473-8301 FAX