



**LON F. POVICH**  
Executive Vice President  
General Counsel and Secretary  
BJ's Wholesale Club, Inc.  
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April 2, 2012

Via First Class Mail  
The Honorable Michael A. Delaney  
Office of the Attorney General  
Consumer Protection and Antitrust Bureau  
33 Capitol Street  
Concord, NH 03301

Dear Attorney General Delaney:

Pursuant to RSA 359-C:20(I)(b), I am writing to notify you that on or about March 1, 2012, BJ's Wholesale Club, Inc. ("BJ's") learned of the unauthorized use of the name, address and membership number of one (1) resident of the State of New Hampshire. The name, address, and membership number of this resident were used to create a new online profile on BJs.com, which was used to purchase goods on the website. The purchases were made between November 2011 and March 2012, using fraudulent credit cards that were not related to any BJ's members. In addition to the name, address, and membership number, the membership profile of this member contained a social security number which was provided to us by him for check writing privileges at BJ's. Importantly, no membership profile contains any financial account information.

We have prepared a notification to be sent via United States First Class mail on or about Friday, March 30, 2012, to the member whose profile was accessed. We attach a copy of that notification for your information. From our extensive investigation, BJ's has received no indication that information other than the member's name, membership number and zip code was used. We have, however, offered one year of free credit monitoring to this individual, and have issued a new BJ's membership number to him.

BJ's takes the security of its members' information very seriously. We are committed to securely maintaining and protecting the privacy of our members and will continue to take measures to help ensure that this does not happen again. We sincerely regret that this incident occurred.

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

Sincerely,

A handwritten signature in black ink, appearing to read "Lon F. Povich". The signature is written in a cursive, flowing style.

Lon F. Povich  
Executive Vice President  
and General Counsel



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Westborough, MA 01581  
  
Phone: (774) 512-6670  
E-mail: lpovich@bjs.com

March 30, 2012

Via First Class Mail

«Business\_Name»  
«Member\_Name»  
«Address»  
«City», «State» «Zip»

Dear «Member\_Name»:

We are writing to inform you that we recently learned of unauthorized use of your BJ's Wholesale Club, Inc. membership profile. Your name, address, and membership number were used to create a new online profile on BJs.com, which was used to purchase goods on the website. The purchases were made between November 2011 and March 2012, using fraudulent credit cards. In addition to your name, address, and membership number, your membership profile contained your <<driver's license or social security>> number, which you provided in order to be eligible for check writing privileges at BJ's. Importantly, your membership profile does not contain any financial account information.

We take the security of our Member information very seriously and sincerely regret that this incident occurred. On March 5, 2012, we launched an investigation to review the facts and circumstances around this incident. Our investigation determined that no information other than your name, membership number and zip code were used. However, we wish to take appropriate and precautionary measures to assist you in protecting your personal information. To this end, BJ's Wholesale Club, Inc. is making arrangements to provide you with 12 months of credit monitoring at no cost to you.

To activate your complimentary one year membership in the Triple Alert<sup>SM</sup> credit monitoring service from Experian®, visit the website listed below and enter your individual activation code. If you prefer, you can enroll over the phone by speaking with Experian Customer Care representatives toll-free at 866-252-8809.

Triple Alert Web Site: <http://partner.consumerinfo.com/triple>  
Your Activation Code: «Triple\_Alert\_Code»  
You Must Enroll By: **June 30th, 2012**

As soon as you enroll in your complimentary Triple Alert membership, Experian will begin to monitor your credit reports from Experian, Equifax® and TransUnion® on a daily basis and notify you of key changes. This powerful tool will help you identify potentially fraudulent use of your information, and provide you with immediate assistance from a dedicated team of fraud resolution representatives should you ever need help.

Additionally, we have taken the added precaution of issuing you a new membership number, which you can find on the enclosed form. As a token of our appreciation for your business, we have extended your membership, as well as any supplemental memberships related to your account through March 2013. Your current membership number (and the numbers of any supplemental memberships on your account) will be cancelled as of April 22, 2012.

To receive your new membership card, please stop by the Member Services desk with a government issued photo ID the next time you visit one of our clubs. The BJ's team member at the desk will locate your membership information using your ID or the enclosed form, and will take your picture for your new card. A letter will be sent to the supplemental members on your account, if any, advising of the issuance of a new membership number.

We are committed to securely maintaining and protecting the privacy of our members and will continue to take measures to help ensure that this does not happen again. We sincerely regret that this incident occurred and apologize for any inconvenience this may cause you. If you have any further questions or if there is anything that we can do to assist you, please call BJ's Member Care Line at 1-800-BJS-CLUB (1-800-257-2582), Monday – Friday between 9 a.m. – 7 p.m., and Saturday – Sunday between 9 a.m. – 6 p.m. EST. You can also write to us at the above address, or email us at [customercare@bjs.com](mailto:customercare@bjs.com).

Sincerely,



Lon F. Povich  
Executive Vice President  
and General Counsel