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FAX TRANSMISSION COVER SHEET

Date: October __, 2009

Name:	Phone Number:	Facsimile Number:
Attorney General Kelly Ayotte	603-271-3658	603-271-2110

Sender: Todd Anderson

Client/Matter No.: 20119.01

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NEW YORK | WASHINGTON

October 19, 2009

BY FACSIMILE

Attorney General Kelly Ayotte
33 Capitol Street
Concord, NH 03301

Dear Attorney General Ayotte:

I represent Easybakeware.com, which is based in Milford, CT. This letter is to inform you that Easybakeware has decided to send the attached letter to 71 residents of the State of New Hampshire.

Here is a short overview of the key facts:

- Approximately 35 customers nationwide (including one New Hampshire resident) have contacted Easybakeware recently to report unauthorized charges on their credit/debit card from other merchants
- Easybakeware instructed its third party e-commerce service provider/data center (that handles all aspects of Easybakeware's credit/debit card transactions) and an independent internet security consultant to investigate, and they found no evidence of a data breach
- Easybakeware is assisting the FBI in an investigation to which this matter may relate
- Out of an abundance of caution, Easybakeware has decided to notify its customers about these reports of unauthorized access so they can be vigilant and check their statements and credit reports. Easybakeware also is directing its customers to a government website to educate themselves about online consumer protection.
- Easybakeware has instructed its e-commerce service provider to add another level of security, which includes removing the customer database from any network or internet access

Please contact me if you need any further information.

Sincerely,



Todd Anderson

Attachment

118068.1

Easybakeware
85 Furniture Row
Milford, CT 06460

October 14, 2009

Dear Customer:

Approximately 35 of our customers have recently contacted Easybakeware to report unauthorized charges on their credit card from other merchants during the month of September. Out of an abundance of caution, Easybakeware is sending this letter to notify you of the facts and tell you some steps you can take for your protection.

Easybakeware uses a third-party Microsoft Gold Level Ecommerce Service Provider/Data Center to handle all aspects of its credit/debit card transactions in a secure environment to protect customers' credit card information. Upon hearing reports of unauthorized charges, Easybakeware instructed its third-party Service Provider to investigate whether there was any evidence of a data breach. There was not. Easybakeware also hired an internet security expert to consult with the third-party service provider. This independent expert also found no evidence of a data breach.

Still, we take customers' reports seriously, and those reports suggest some customers' credit card numbers may have been acquired by an unauthorized person. To be as cautious as possible and to serve the best interests of our customers regardless of the circumstances, Easybakeware is taking the following steps:

- Easybakeware has instructed its third-party service provider to install an additional layer of security on top of its existing systems currently used to protect customer information.
- Easybakeware is working with law enforcement to investigate this situation.
- We want you to know steps you can take as well:
 - You are entitled by law to one free credit report annually from each of the three major credit reporting bureaus. Visit www.annualcreditreport.com or call toll free 1-877-322-8228.
 - As always, check your credit or debit card statements
 - Run antivirus and anti-spyware software/scans on your computer. Make sure, however, that any scans are from reputable websites and software firms.

You can reach us at 800-949-1872 or you can email me at this dedicated email box, priority@easybakeware.com, if you have any questions or concerns.

Thank you,

Jackie Haffey

Jackie Haffey
Customer Service
Easybakeware