



ENERGY FEDERATION
INCORPORATED

July 27 2011

VIA FAX

Consumer Protection Bureau Chief James Boffetti
Office of the Attorney General
33 Capitol Street
Concord, NH 03301

Dear Consumer Protection Bureau Chief Boffetti:

Pursuant to N.H. Rev. Stat. §§ 359-C:19 et seq. (the "Notification Statute"), we are writing to inform you of a potential security breach involving malicious software previously installed on our Web server that may have compromised the personal information of some Energy Federation, Inc. ("EFI") customers who reside in New Hampshire.

I. Nature of the Unauthorized Use or Access

On July 12, 2011, we detected two malicious files on our Web server. We promptly removed the files, notified local law enforcement and initiated an investigation into the potential security breach with assistance from electronic security experts. Our investigation has revealed that the unauthorized files were placed on our system on July 7, 2011 and July 10, 2011, respectively, and that they were designed to allow a third party to remotely search and collect information stored on our Web server.

The affected Web server contained, for brief periods of time, personal information including the names, contact information and, (if provided) credit card numbers and credit card expiration dates of customers who placed orders through www.energyfederation.org between July 7 and July 12, 2011. Within the affected server, customer names were stored in separate databases from customer credit card information, and payment-related information was purged on an hourly basis. We have no evidence to date that any information was actually accessed or has been misused. We are notifying you, therefore, in an abundance of caution, in the event any personal information has in fact been obtained in ways that we cannot confirm at this time.

II. Number of New Hampshire Residents Affected

Based on our research, we have identified twenty (20) New Hampshire residents potentially affected by the incident.

III. Steps We Have Taken or Plan to Take Relating to the Incident

First, upon detecting the presence of unauthorized files on our Web server, we immediately removed the files and changed all key system passwords. We also launched an internal investigation, working closely with the four outside firms who monitor our server, to identify the nature of the files and gather information about the potential breach.

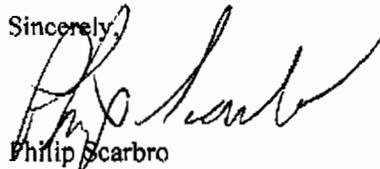
Second, on July 30 2011, we are notifying all the New Hampshire state residents, and residents of other states, that we believe may have been affected by the incident, by written letter sent to each resident's last-known address. As set out in the notification letter, we are also providing a toll-free phone

number that potentially affected individuals can call if they have questions about the incident. A sample of the letter is enclosed.

Third, we have purchased one year of credit monitoring services from Debix, Inc. to help protect the potentially affected individuals from identity theft. Specifically, we have purchased for those individuals twelve months of Debix Identity Protection Services, which includes both credit monitoring services and \$1,000,000 in identity theft insurance coverage.

Finally, we have notified law enforcement of the incident, and are introducing additional security measures to prevent an incident like this from occurring again.

Sincerely,



Philip Scarbro
Director, EFI Consumer Division

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ENERGY FEDERATION
INCORPORATED

July 30, 2011

Activation Code: _____

Name
Address
City, State, Zip

Dear _____:

On behalf of Energy Federation, Inc. ("EFI"), I am contacting you about a potential security breach involving personal information. On July 12, 2011, we discovered that two unauthorized files had been placed on our Web server – one on July 7, 2011 and the second file four days later. In addition to promptly removing both files, we notified local law enforcement and initiated an investigation with assistance from electronic security experts to determine the nature and extent of the potential security breach.

Based on the investigation, it appears that the unauthorized files could have allowed a third-party to access information contained on our Web server. The affected Web server included computer files containing, for brief periods of time, the names, contact information and credit card information (if provided) of customers who placed orders through www.energyfederation.org between July 7 and July 12, 2011. Although we have no evidence that any personal information was actually accessed or acquired, we are contacting you because you placed an order through our website during this period, or your order information was otherwise present on our Web server during this period.

We would like to emphasize that, to date, we have no evidence that your personal information was actually obtained or misused. Nonetheless, as a precautionary measure, we have purchased twelve months of credit monitoring services from Debix, Inc. at no cost to you, to help protect you against potential identity theft. Debix offers OnCall™ Credit Monitoring that delivers secure, actionable OnCall Credit Alerts to you by phone. Debix Identity Protection also includes \$1,000,000 Identity Theft Insurance Coverage and Debix Fraud Resolution Services. The Debix Identity Protection service will be valid for 1 year from the date you register.

You must register with Debix to receive this complimentary Identity Protection service. You will need to provide the activation code that is listed at the top of this letter. You may register online at www.debix.com/safe, by mail using the enclosed mail-in registration form, or by phone by calling, toll-free, 866-979-2595. Please see the enclosure to learn more about Debix.

As a general consumer protection measure, experts recommend that you periodically review your credit report and account statements, even if you do not initially find suspicious activity. Also, remember that you should never provide personal information to others unless you are certain of their identity, and, as always, you should remain vigilant for incidents of fraud and identity theft. Attached, you will find an explanation of additional steps you may consider taking to protect yourself further.

EFI takes its responsibility to protect your privacy very seriously. We sincerely regret that this incident has occurred, and we are taking steps to prevent similar incidents from occurring in the future. If you have any questions, please contact Rob Cartier, Program Support Coordinator for EFI's Consumer Division, at 800-876-0660 x4407 (rcartier@efi.org).

Sincerely,

Philip Scarbro
Director, EFI Consumer Division

IDENTITY THEFT PRECAUTIONS

Free Credit Report

The Fair Credit Reporting Act requires each of the three nationwide consumer reporting agencies (Equifax, Experian and TransUnion) to provide you annually, upon request, with a free copy of your credit report. Obtaining a copy of your credit report from each agency on an annual basis, and reviewing it for suspicious activity, can help you spot problems and address them quickly. You can request your free credit report online at www.annualcreditreport.com or by phone at 1-877-322-8228. You can also request your free credit report by completing the request form available at www.annualcreditreport.com, and mailing it to Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA 30348-5281.

Fraud Alert

As a precaution against identity theft, you can consider placing a fraud alert on your credit file. A "fraud alert" tells creditors to contact you before opening a new account or changing an existing account. A fraud alert also lets your creditors know to watch for unusual or suspicious activity. To place a fraud alert, call any one of the three major consumer reporting agencies listed below. An initial fraud alert remains effective for ninety days, and is free of charge. If you wish, you can renew the fraud alert at the expiration of this initial period. As soon as one credit agency confirms your fraud alert, the others are notified to place fraud alerts on your file.

Equifax

Equifax Information Services LLC
P.O. Box 105069
Atlanta, GA 30348-5069
Toll-free: 800-525-6285
www.fraudalerts.equifax.com

TransUnion

Fraud Victim Assistance Department
P.O. Box 6790
Fullerton, CA 92834
Toll-free: 800-680-7289
www.tuc.com

Experian

P.O. Box 9532
Allen, TX 75013
Toll-free: 888-397-3742
www.experian.com/fraud/center.html

Further Information

You may obtain additional information by contacting the Federal Trade Commission (FTC) or visiting the FTC's privacy and identity theft website, as follows:

FTC identity theft phone line:	1-877-IDTHEFT (438-4338)
FTC identity theft website:	www.ftc.gov/idtheft