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October 9, 2014

INTENDED FOR ADDRESSEE(S) ONLY

VIA U.S. MAIL

Attorney General Joseph Foster
Office of the NH Attorney General
Attn: Security Breach Notification
33 Capitol Street
Concord, NH 03301

Re: Data Privacy Event

Dear Mr. Foster:

We represent Evolution Nature Corp. d/b/a The Evolution Store ("Evolution"), 120 Spring Street, New York, NY 10012, and are writing to notify you of a data security incident that has exposed the personal information of New Hampshire residents. Evolution's investigation into this event is ongoing, and Evolution intends to supplement this notice with new significant facts learned subsequent to its submission. By providing this notice, Evolution does not waive any rights or defenses regarding the applicability of New Hampshire law or personal jurisdiction.

Nature of the Data Security Event

Evolution is a retail store located in New York City that sells natural history collectibles including taxidermy items, fossils, minerals, foams, and sea shells. Evolution retained a forensic investigator, Stroz Friedberg, LLC ("Stroz") after receiving a complaint of fraud. Stroz received data from Evolution's website host, MEV Online Services, and on September 16, 2014 confirmed that unauthorized IP addresses were accessing the back-end of Evolution's e-commerce site using administrative credentials and viewing pages where customer order information, including card data, was stored. Stroz is currently reviewing all available data to determine the extent of the compromise.

The exposed files included order information, names, email address, phone numbers, billing addresses, shipping addresses, card numbers, CVV codes, and card expiration dates.

Notice to New Hampshire Residents

Evolution's investigation is still ongoing and, at this time, it is unknown how many New Hampshire residents are affected.

Evolution plans to provide notice to all affected customers where legally required once the investigation has confirmed the number of individuals affected.

Other Steps Taken and Intended To Be Taken

Evolution takes this matter, and the security of the personal information in its care, seriously and has taken measures to ensure that this type of exposure does not occur again. These measures include an analysis of systems and processes and implementing additional measures to secure personal information, including changing all administrative passwords to twenty (20) character random strings and blocking all but a few specific IP addresses from logging into the e-commerce site back-end. Evolution plans to provide written notice of this incident to affected individuals where required once the number of affected is confirmed. Decisions regarding any services offered to individuals will be made when additional information is uncovered; however, at this time Evolution plans to provide credit monitoring to those individuals who are notified. Further, Evolution has notified its card processor and its merchant bank, and plans to provide notice to any other state regulators and consumer reporting agencies where required.

Contact Information

Should you have any questions regarding this notification or other aspects of the data security event, please contact us at 215-977-4058.

Very truly yours,



James E. Prendergast of
LEWIS BRISBOIS BISGAARD & SMITH LLP

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