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November 7, 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: Supplemental Notice of Data Event

Dear Mr. Foster:

We represent Evolution Nature Corp. d/b/a The Evolution Store ("Evolution"), 120 Spring Street, New York, NY 10012. Please accept this as a supplement to our October 9, 2014 letter providing notice of this data event. By providing this supplemental notice, Evolution does not waive any rights or defenses regarding the applicability of New Hampshire law or personal jurisdiction.

Supplemental 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 fraud from a customer. Stroz received data from Evolution's website host, MEV Online Services, on September 16, 2014, and performed a preliminary review of evidence which confirmed that unauthorized IP addresses were accessing the back-end of Evolution's e-commerce site using administrative credentials and viewing pages where card data was stored. Stroz's investigation confirmed that unauthorized IP addresses first accessed the e-commerce site on March 2, 2014, and that the last date of access was August 19, 2014. During the dates of access, the unauthorized users accessed a maximum of 838 customers' data. Seven (7) New Hampshire residents were potentially affected.

The exposed files included names, billing addresses, shipping addresses, email addresses, phone numbers, order information, user names, credit/debit card numbers, cvv codes, and card expiration dates.

Notice to New Hampshire Residents

Notice was provided between October 27, 2014 and October 30, 2014 to the seven (7) New Hampshire residents whose information may have been subject to unauthorized access.

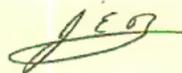
Other Steps Taken and To Be Taken

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 their systems and processes and implementing additional measures to secure personal information. Evolution has also taken steps to improve the existing security of their systems, including changing all administrative passwords to twenty (20) character random strings and blocking all public IP addresses from logging into the e-commerce site back-end. Evolution has provided notice of this incident to the necessary regulators and to those potentially affected. Evolution has retained AllClear ID to provide access to one year of free credit monitoring to the potentially affected individuals. Further, Evolution has provided written notice of this incident to its card processor and its merchant bank, and has provided notice to the Consumer Reporting Agencies. A copy of the notice to affected individuals is attached hereto as Exhibit A.

Contact Information

Should you have any questions regarding this notification or other aspects of the data security event, please contact us at [REDACTED]

Very truly yours,



James E. Prendergast of
LEWIS BRISBOIS BISGAARD & SMITH LLP



THE EVOLUTION STORE

Science and Art

Processing Center · P.O. Box 3825 · Suwanee, GA 30024



21618 *****AUTO**MIXED AADC 300

John Q Sample
123 Any Street
Anytown, US 12345-6789

October 27, 2014



Dear John Q Sample,

Evolution Nature Corp., d/b/a The Evolution Store ("Evolution"), is writing to inform you of a data incident that may affect the security of your personal information. We are unaware of any actual or attempted misuse of your personal information but are nevertheless providing notice of this incident to you so that you may take steps to monitor your identity and accounts should you feel it is necessary to do so.

Evolution received a complaint of credit-card fraud from a customer and immediately initiated a thorough investigation, supported by a top-tier and globally recognized third-party data forensics expert, Stroz Friedberg, LLC ("Stroz"). On September 16, 2014, Stroz confirmed that unauthorized IP addresses were accessing Evolution's e-commerce site, and that customer order information, including card data, may have been accessible to the unauthorized individuals. Evolution and Stroz's teams worked aggressively to address the unauthorized access and ensure that customer payments are protected. Our forensic experts have determined that the last date of unauthorized access was August 19, 2014. In-store payments were not affected.

While our investigation into the matter is ongoing, we have determined that this incident may have resulted in unauthorized access to your name, email address, phone number, billing address, shipping address, order information, user name, and credit/debit card data (including card number, CVV number, and expiration date).

We take the security of your personal information very seriously. In addition to launching an investigation into the matter and providing notice of this matter to you, we are reviewing our policies, procedures and employee education. We immediately changed all user login and passwords, and blocked access to our e-commerce site login to all but a few authorized IP addresses. We have also provided notice of this incident to certain state regulators.

Additionally, Evolution has retained AllClear ID to protect your identity for 12 months at no cost to you. These identity protection services start on the date of this notice and you can use them at any time during the next 12 months.

- **AllClear SECURE:** The team at AllClear ID is ready and standing by if you need help protecting your identity. You are automatically eligible to use this service - there is no action required on your part. If a problem arises, simply call 1-877-615-3783 and a dedicated investigator will do the work to recover financial losses, restore your credit and make sure your identity is returned to its proper condition. AllClear maintains an A+ rating at the Better Business Bureau.



- **AllClear PRO:** This service offers additional layers of protection including credit monitoring and a \$1 million identity theft insurance policy. To use the PRO service, you will need to provide your personal information to AllClear ID. You may sign-up online at enroll.allclearid.com, or by phone by calling 1-877-615-3783 using the following redemption code: 999999999. To enroll in this free additional service, you will need to provide your personal information to AllClear ID.

To further protect against possible identity theft or other financial loss, we encourage you to remain vigilant, to review your account statements, and to monitor your credit reports for suspicious activity. Under U.S. law, you are entitled to one free credit report annually from each of the three major credit bureaus. To order your free credit report, visit www.annualcreditreport.com or call, toll-free, 1-877-322-8228. You may also contact the three major credit bureaus directly to request a free copy of your credit report.

At no charge, you can also have these credit bureaus place a "fraud alert" on your file that alerts creditors to take additional steps to verify your identity prior to granting credit in your name. Note, however, that because it tells creditors to follow certain procedures to protect you, it may also delay your ability to obtain credit while the agency verifies your identity. As soon as one credit bureau confirms your fraud alert, the others are notified to place fraud alerts on your file. Should you wish to place a fraud alert, or should you have any questions regarding your credit report, please contact any one of the agencies listed below. Information regarding security freezes is also available from these agencies.

Equifax
P.O. Box 105069
Atlanta, GA 30348
800-525-6285
www.equifax.com

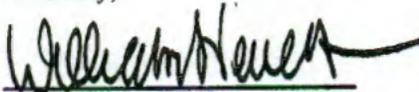
Experian
P.O. Box 2002
Allen, TX 75013
888-397-3742
www.experian.com

TransUnion
P.O. Box 2000
Chester, PA 19022-2000
800-680-7289
www.transunion.com

You can also further educate yourself regarding identity theft, security freezes, and the steps you can take to protect yourself, by contacting the Federal Trade Commission. The Federal Trade Commission can be reached at: 600 Pennsylvania Avenue NW, Washington, DC 20580, www.ftc.gov/bcp/edu/microsites/idtheft/, 1-877-ID-THEFT (877-438-4338); TTY: 866-653-4261. The Federal Trade Commission also encourages those who discover that their information has been misused to file a complaint with them. For North Carolina residents, you can obtain information about preventing identity theft from the North Carolina Attorney General's Office: the Attorney General can be contacted by mail at 9001 Mail Service Center, Raleigh, NC 27699-9001; toll-free at 1-877-566-7226; by phone at 1-919-716-6400; and online at www.ncdoj.gov. For Maryland residents, the Attorney General can be contacted at 200 St. Paul Place, 16th Floor, Baltimore, MD 21202; (888) 743-0023; and www.oag.state.md.us. You can also obtain further information on how to file such a complaint by way of the contact information listed above. You should report known or suspected identity theft or fraud to law enforcement.

We apologize for any concern or inconvenience this incident may cause you and encourage you to take advantage of the product outlined herein. We've established a confidential inquiry line staffed with representatives familiar with this incident and protecting against identity theft or fraud. You may contact the confidential inquiry line with questions about the incident, the product being offered to you, or ways to protect against identity theft and fraud by calling 1-877-615-3783, between Monday and Saturday from 9 a.m. to 9 p.m. E.S.T. and referencing the following redemption code: 999999999.

Sincerely,



William Stevens
President