

July 17, 2014

**VIA US MAIL**

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

***Re: Suspected Data Security Breach Notification – Freshology, Inc.***

Dear Mr. Foster:

We are writing in connection with New Hampshire Revised Statutes sections 359-C:19 and 359-C:20 on behalf of our client, Freshology, Inc. Freshology experienced a data security breach which may have compromised the personal information of a number of New Hampshire residents.

Specifically, on July 1, 2014, Freshology was performing a routine review of its Internet website in preparation for a planned website update. During that review, unauthorized code was discovered that may have compromised billing names, addresses and credit/debit card information (including expiration dates and verification codes) of Freshology customers.

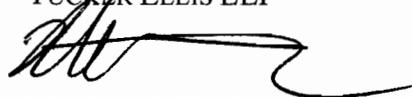
Immediately upon discovering the unauthorized code, Freshology isolated and deleted the unapproved code and changed all system administration passwords. Freshology also installed a new security monitoring program to detect unauthorized code changes and promptly notify its Information Technology Manager of any unauthorized changes that might be made in the future.

Based on our client's investigation, we believe the breach occurred between January 3, 2014 and April 7, 2014 and that two New Hampshire residents were potentially affected. Freshology provided notice to these potentially affected consumers on July 17, 2014.

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

Sincerely,

TUCKER ELLIS LLP



Matthew I. Kaplan