



Judy A. Melillo
Legal Department

FUJIFILM Holdings America Corporation
200 Summit Lake Drive
Valhalla, New York 10595
Tel: 914-789-8878
Fax: 914-789-8514
Email: jmelillo@fujifilm.com

September 17, 2012

New Hampshire Department of Justice
Office of the Attorney General
33 Capitol Street
Concord, NH 03301

To Whom It May Concern:

Pursuant to New Hampshire Revised Statute section 359-C:20, we are writing to notify you of a potential incident of unauthorized access to personal information involving one New Hampshire resident. Details about the incident are included in the attached notification template, which will be used to notify the New Hampshire resident in the upcoming days.

Please contact me at 914-789-8878 if you have any questions regarding this incident.

Respectfully,

A handwritten signature in black ink that reads "Judy A. Melillo". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

Judy A. Melillo
Associate General Counsel



FUJIFILM Recording Media U.S.A., Inc.
200 Summit Lake Drive
Valhalla, New York 10595
www.fujifilmusa.com

September __, 2012

«First_» «Last»
«Address»
«City», «State» «Zip»

Dear «First_» «Last»:

We write to inform you of a recent data security incident that may have involved personal information about you, and to share information about what FUJIFILM Recording Media U.S.A., Inc. (“Fujifilm”) has done to address the incident. Additionally, this letter contains information about steps you should take to prevent against potential misuse of your personal information.

On approximately August 13, 2012, the e-mail account of one of our employees was accessed without authorization by an unknown individual. That individual used the e-mail account and confidential information of Fujifilm contained therein to try to commit an act of fraud against Fujifilm. Fortunately, we were able to prevent the attempted fraud against Fujifilm.

Immediately upon learning of the unauthorized access, we commenced an investigation. We hired a forensic investigator to determine the scope of the incident, and we conducted an intensive review of the information contained in the employee’s e-mails. That investigation revealed that information about you—such as your Social Security Number—was contained in the employee’s e-mail files. That information was maintained in a 1099 report relating to payments that you may have received from Fujifilm. We do not know whether the e-mail(s) containing this information was accessed by an unauthorized individual, but we do not have any evidence to suggest that information about you was misused.

We have reported this incident to law enforcement, and will cooperate with their efforts to investigate this incident. This notification has not been delayed as the result of a law enforcement investigation.

For your benefit, we have arranged for you to have a one-year membership in Experian’s ProtectMyID™ Elite service, at no charge to you. This service includes credit monitoring, alerts, identity theft assistance, and identity theft insurance. Please see the information from Experian in the enclosed attachment regarding the features of this service, and instructions for enrolling. **Please be aware that you will not receive these services unless you complete the enrollment process by following the instructions in the enclosed attachment.**

You may wish to contact the three major consumer reporting agencies to obtain information about placing a fraud alert or security freeze on your file. Below is contact information for each of the three major consumer reporting agencies, but please contact them for further information about how to obtain a fraud alert or security freeze, as they have specific procedures for doing so:

Equifax
P.O. Box 105069
Atlanta, GA 30348
1-800-525-6285
www.equifax.com

Experian
P.O. Box 9554
Allen, TX 75013
1-888-397-3742
www.experian.com

TransUnion
P.O. Box 6790
Fullerton, CA 92834
1-800-680-7289
www.transunion.com

If you suspect you are the victim of identity theft, you should report the matter to law enforcement and to the Federal Trade Commission ("FTC"). The FTC can also provide you with information about what to do to protect yourself from identity theft, and about fraud alerts and security freezes. For additional information from the FTC please: visit <http://www.ftc.gov/bcp/edu/microsites/idtheft/> and <http://www.ftc.gov/bcp/edu/microsites/idtheft2012/>, call 1-877-ID-THEFT (1-877-438-4338), or write the Federal Trade Commission at 600 Pennsylvania Avenue, NW, Washington, DC 20580.

You should remain vigilant against potential misuse of your information by reviewing your financial account statements, and by monitoring your credit report. For example, you should look for suspicious activity such as accounts that you did not open, transactions that you did not request, or address information that is inaccurate. If you find anything suspicious, or that you do not understand, contact the credit reporting agency or financial institution using the information provided on the credit report or account statement. Whether or not you choose to enroll in Experian's ProtectMyID™ Elite service, you can obtain your credit report for free every 12 months by following the instructions at www.annualcreditreport.com, or by calling (877) 322-8228.

Please contact 1-800-736-3600, extension 8205, if you have any questions regarding this letter. On behalf of Fujifilm, I wish to express our regret for any inconvenience that this matter may cause you.

Respectfully,

Peter Faulhaber
President

Information about, and Enrollment Instructions for, ProtectMyID Elite from Experian

Your complimentary 12-month ProtectMyID membership includes:

- Credit Report: A free copy of your Experian credit report
- Surveillance Alerts
 - Daily 3 Bureau Credit Monitoring: Alerts you of suspicious activity including new inquiries, newly opened accounts, delinquencies, or medical collections found on your Experian, Equifax, and TransUnion credit reports
 - Internet Scan: Alerts you if your Social Security Number or Credit and/or Debit Card numbers are found on sites where compromised data is found, traded or sold.
 - Change of Address: Alerts you of any changes in your mailing address.
- Identity Theft Resolution: If you have been a victim of identity theft, you will be assigned a dedicated, U.S.-based Experian Identity Theft Resolution Agent who will walk you through the fraud resolution process, from start to finish.
- ExtendCARE: Full access to the same personalized assistance from a highly-trained Fraud Resolution Agent even after your initial ProtectMyID membership expires.
- Lost Wallet Protection: If you ever misplace or have your wallet stolen, an agent will help you cancel your credit, debit and medical insurance cards.
- \$1 Million Identity Theft Insurance¹: As a ProtectMyID member, you are immediately covered by a \$1 Million insurance policy that can help you cover certain costs including, lost wages, private investigator fees, and unauthorized electronic fund transfers.

**Activate your membership today at www.protectmyid.com/enroll
or call 877-441-6943 to register with the activation code below.**

Once your enrollment in ProtectMyID is complete, you should carefully review your credit report for inaccurate or suspicious items. If you have any questions about ProtectMyID, need help understanding something on your credit report or suspect that an item on your credit report may be fraudulent, please contact Experian's customer care team at 877-441-6943.

Instructions for Enrolling in ProtectMyID

- 1. ENSURE That You Enroll By: December 31, 2012**
- 2. VISIT the ProtectMyID Web Site: www.protectmyid.com/enroll or call 877-441-6943 to enroll**
- 3. PROVIDE Your Activation Code: «Experian_Code»**

Once your ProtectMyID membership is activated, your credit report will be monitored daily for 50 leading indicators of identity theft. You'll receive timely Surveillance Alerts™ from ProtectMyID on any key changes in your credit report, a change of address, or if an Internet Scan detects that your information may have been found in an online forum where compromised credentials are traded or sold.

ProtectMyID provides you with powerful identity protection that will help detect, protect and resolve potential identity theft. In the case that identity theft is detected, ProtectMyID will assign a dedicated U.S.-based Identity Theft Resolution Agent who will walk you through the process of fraud resolution from start to finish for seamless service. To offer added protection, you will receive ExtendCARE™, which provides you with the same high-level of Fraud Resolution support even after your ProtectMyID membership has expired.

¹ Identity theft insurance is underwritten by insurance company subsidiaries or affiliates of Chartis, Inc. The description herein is a summary and intended for informational purposes only and does not include all terms, conditions and exclusions of the policies described. Please refer to the actual policies for terms, conditions, and exclusions of coverage. Coverage may not be available in all jurisdictions.