



January 19, 2011

VIA FIRST CLASS MAIL

Michael Delaney  
New Hampshire Attorney General  
33 Capitol Street  
Concord, NH 03301

Dear Attorney General Delaney:

Pursuant to N.H. Rev. Stat. § 359-C:20, we are writing to notify you of a recent incident of unauthorized access or use of personal information supplied to us in connection with orders placed on [www.jpressonline.com](http://www.jpressonline.com) (the "Website") involving one New Hampshire resident. We are mailing written notice to the resident today. A copy of the form of notice to the affected New Hampshire resident is attached hereto as Exhibit A.

It is suspected that on or about January 5, 2011 an unauthorized third party gained access to order records containing customers' names, addresses, order information and credit card information. We are continuing to investigate the incident and intend to hire a forensic investigator to assist us in our investigation. At this time, we believe that the personal information that was the subject of the incident was in electronic form.

After we were made aware of a possible compromise to the security of order information and began to focus our investigation on the security of data stored by our Website hosting service, we temporarily shut down the J. Press online ordering feature on the Website and changed the login password that is used to access personal information of customers obtained from the Website. To protect against any further unauthorized access, we are in the process of making changes, including the use of a third party electronic payment service, to the Website to make online ordering more secure.

We will send similar notifications to any regulatory agent required in the other states where residents were affected. If you have any questions or need further information please contact [REDACTED]

Sincerely,

SHIRO MURAKAMI

262 YORK STREET  
NEW HAVEN, CONNECTICUT 06511  
203.772.1310

380 MADISON AVENUE  
NEW YORK, NEW YORK 10017  
212.687.7642

82 MOUNT AUBURN STREET  
CAMBRIDGE, MASSACHUSETTS 02138  
617.547.9886

1801 L STREET NW  
WASHINGTON, DC 20036  
202.857.0120



Exhibit A

[J. Press Letterhead]

[January 19, 2011]

[Customer Name]  
[Customer Address]  
[Customer Address]

Re: Security Incident

Dear Customer,

Thank you for your recent purchase of merchandise from our online store located at [www.jpressonline.com](http://www.jpressonline.com) (the "Website"). We greatly value your continued patronage and want to assure you that we respect the trust you place in us when you make online purchases using your credit card.

Regrettably, I am writing to inform you of the compromise to the security of information supplied to us in connection with orders placed on the Website between January 5, 2011 and January 10, 2011. It is suspected that an unknown, unauthorized third party gained access to order records containing your name, address, order information and credit card information. To protect against any further unauthorized access, we temporarily shut down the J. Press online ordering feature on the Website and are in the process of making other changes to the Website to make online ordering more secure.

We encourage you to watch for signs that any of your personal information is being misused and report any suspicious activity to local law enforcement authorities. For example, you should continue to review your credit card statements promptly and carefully for unauthorized activity. You can obtain further information about steps you can take to avoid identify theft from the Federal Trade Commission. The FTC's identity theft website is located at [www.ftc.gov/bcp/edu/microsites/idtheft/](http://www.ftc.gov/bcp/edu/microsites/idtheft/), their toll free phone number is 1-877-ID-THEFT (1-877-438-4338), or you can write to, Federal Trade Commission, Consumer Response Center, 600 Pennsylvania Avenue, NW, Washington, DC 20580.

We also recommend, as a preventative measure, that you place a fraud alert on your credit report. A fraud alert will tell creditors to contact you before they open any new accounts or change any existing accounts. We understand that you can call any one of the three major credit reporting agencies to effectuate the alert. As soon as one credit reporting agency confirms your fraud alert, the others are to be notified about the alert. The three major credit reporting agencies are: Equifax – (877) 478-7625, [www.fraudalerts.equifax.com](http://www.fraudalerts.equifax.com); Experian – (888) 397-3742, [www.experian.com](http://www.experian.com); and TransUnion – (800) 680-7289, [www.transunion.com](http://www.transunion.com).

In addition, you may request a security freeze on your credit reports. A security freeze prohibits a credit reporting agency from releasing any information from a consumer's credit report without written

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authorization. However, please be aware that placing a security freeze on your credit report may delay, interfere with, or prevent the timely approval of any requests you make for new loans, credit mortgages, employment, housing or other services.

Each credit reporting agency may charge you up to \$10.00 to place, temporarily lift, or permanently remove a security freeze. However, in most states there is no charge to place, lift or remove a security freeze if you have been a victim of identity theft and you provide the credit reporting agency with a valid police report.

To place a security freeze on your credit report, you must send a written request to **each** of the three major consumer reporting agencies by regular, certified or overnight mail at the addresses below:

Equifax Security Freeze  
P.O. Box 105788  
Atlanta, GA 30348

Experian Security Freeze  
P.O. Box 9554  
Allen, TX 75013

Trans Union Security Freeze  
Fraud Victim Assistance Department  
P.O. Box 6790  
Fullerton, CA 92834

In order to request a security freeze, you will need to provide the following information:

1. Your full name (including middle initial as well as Jr., Sr., II, III, etc.);
2. Social Security Number;
3. Date of birth;
4. If you have moved in the past five (5) years, provide the addresses where you have lived over the prior five years;
5. Proof of current address such as a current utility bill or telephone bill;
6. A legible photocopy of a government issued identification card (state driver's license or ID card, military identification, etc.)
7. If you are a victim of identity theft, include a copy of either the police report, investigative report, or complaint to a law enforcement agency concerning identity theft;
8. If you are not a victim of identity theft, include payment by check, money order, or credit card (Visa, MasterCard, American Express or Discover only). Do not send cash through the mail.

The credit reporting agencies have three (3) business days after receiving your request to place a security freeze on your credit report. The credit bureaus must also send written confirmation to you within five (5) business days and provide you with a unique personal identification number (PIN) or password, or both that can be used by you to authorize the removal or lifting of the security freeze.

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To lift the security freeze in order to allow a specific entity or individual access to your credit report, you must call or send a written request to the credit reporting agencies by mail and include proper identification (name, address, and social security number) **and** the PIN number or password provided to you when you placed the security freeze as well as the identities of those entities or individuals you would like to receive your credit report or the specific period of time you want the credit report available. The credit reporting agencies have three (3) business days after receiving your request to lift the security freeze for those identified entities or for the specified period of time.

To remove the security freeze, you must send a written request to each of the three credit bureaus by mail and include proper identification (name, address, and social security number) **and** the PIN number or password provided to you when you placed the security freeze. The credit bureaus have three (3) business days after receiving your request to remove the security freeze.

We sincerely apologize for any concern or inconvenience that this incident may cause. Please be assured that we take the security and confidentiality of customer information very seriously. We value your loyalty as a customer and hope that we can count on your continued patronage. If you have any questions, please contact Anthony Cardone at (212) 997-3600 ext. 213 or 530 Seventh Avenue, 29<sup>th</sup> Floor, New York, NY 10018.

Sincerely,

SHIRO MURAKAMI

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