

January 14, 2015

Via Certified Mail, Return Receipt Requested

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

Re: Security Breach - Piech Sales Company, LLC d/b/a ValuePetSupplies.com

To Whom It May Concern:

On behalf of Piech Sales Company, LLC d/b/a ValuePetSupplies.com (the "Company"), we are writing to inform your office that the Company was the victim of a security breach, which involved the personal information of residents of your state.

We have enclosed a Security Breach Notification, which provides further detail about the breach.

Please contact the undersigned counsel if you have any questions or if you would like additional information regarding this breach event.

Sincerely,

BROOKS, PIERCE, McLENDON,
HUMPHREY & LEONARD, L.L.P.

Charles F. Marshall

Charles F. Marshall

Enclosure

**NEW HAMPSHIRE OFFICE OF THE ATTORNEY GENERAL
SECURITY BREACH NOTIFICATION**

Piech Sales Company, LLC d/b/a ValuePetSupplies.com

ValuePetSupplies.com (“VPS”) is reporting the discovery of a security breach that occurred on its servers that involved the personal information of forty-nine (49) New Hampshire residents.

VPS is an e-commerce company that sells pet supplies to consumers. On or about November 25, 2014, someone breached the security of VPS’s servers and installed malicious code that captured personal information of individuals who transacted business over VPS’s servers. VPS has not received any evidence indicating that any personal information was accessed from the malicious files. VPS reasonably believes the date range of the breach was November 25, 2014 through December 29, 2014.

The information collected into the malicious files could include name, address, and payment card information (including CVV and expiration date), electronic mail address and/or account password.

VPS first discovered the breach on December 19, 2014, when a VPS information technology employee investigated a suspicious error message he received. Upon further investigation, VPS was able to identify the malicious files and took steps to remedy the situation, to determine the scope of the breach, and to identify the impacted consumers. VPS engaged security professionals to remove the malicious files and verify that the servers had been secured.

VPS takes care to keep personal information of individuals secure and is taking steps to prevent a similar breach through installing additional security measures—including engaging outside experts, locking down the portions of the website where malicious code was found, and installing additional security and monitoring functions.

To help consumers take preventing measures, VPS mailed written notice of the breach to affected consumers on January 12, 2015.

VPS will continue to work with the affected individuals, security professionals, and any other interested parties to prevent any further breaches of the personal information at issue.

If you have any other questions or need additional information, please contact the undersigned counsel for Piech Sales Company, LLC regarding this matter:

