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December 14, 2012

Via UPS

Office of the Attorney General
33 Capitol Street
Concord, NH 03301
Attn: Attorney General Michael A. Delaney

Craig A. Hoffman
direct dial: 513.929.3491
cahoffman@bakerlaw.com

Re: Incident Notification


Dear Attorney General Delaney:

On November 14, 2012, our client, Valpak, learned from an investigator at the United States Postal Inspection Services (USPS) that a temporary independent contractor used by Valpak was indicted and charged with mail fraud. When the individual was arrested in November 2012, law enforcement found a file in his possession that contained the names, Social Security numbers, and employment start and end dates for employees of Valpak franchises. Because the contractor only performed work for Valpak from June through September 2011, only individuals hired before September 2011 were in the file. Valpak was informed by the USPS that the contractor opened a post office box in a limited number of individuals' names.

As a precautionary measure, arrangements were made for individuals to enroll in a complimentary credit monitoring and identity theft protection service for one year provided by ConsumerInfo.com, Inc. an Experian® company. Valpak is conducting a comprehensive internal review of its practices and procedures to prevent this from reoccurring.

We are notifying approximately 20 New Hampshire residents. Notification is being sent to those residents in substantially the form attached hereto, with mailing commencing on December 14, 2012.

Sincerely,



Craig A. Hoffman

Enclosure



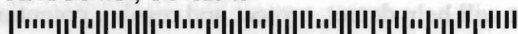
8605 Largo Lakes Drive
Largo, FL 33773
www.valpak.com

December 14, 2012



##88553-LV3-0123456 T-0012 *****5-DIGIT 12345

SAMPLE A SAMPLE
123 ANY ST
ANYTOWN, US 12345



Dear Sample A Sample:

Valpak recognizes the importance of the privacy and confidentiality of the personal information provided to us by our franchisees and their employees. Regrettably, we are writing to inform you of an incident involving that information.

On November 14, 2012, we learned from an investigator at the United States Postal Inspection Services that a temporary independent contractor used by Valpak was indicted and charged with mail fraud. When the individual was arrested in November 2012, law enforcement found a file in his possession that contained the names, Social Security numbers, and employment start and end dates for employees of Valpak franchisees. Because the contractor only performed work for Valpak from June through September 2011, only individuals hired before September 2011 were in the file. We are contacting you because your information was in the file.

As a precautionary measure, we have arranged for you to enroll, at your option, in a complimentary credit monitoring and identity theft protection service for one year provided by Experian® company. ProtectMyID Elite is completely free and enrolling in this program will not hurt your credit score. For more information on ProtectMyID Elite and instructions on how to activate your complimentary one-year membership, please see the remainder of this letter.

We want to assure you that we are committed to the security of your personal information, we are taking this matter seriously, and we apologize that this incident occurred. We are conducting a comprehensive internal review of our practices and procedures to help prevent something like this from reoccurring. If you have any questions, please call 1-888-414-8023, Monday through Friday, 8:00 a.m. to 8:00 p.m. Eastern Time. When prompted, please enter the following ten digit reference number: 9626121412.

Sincerely,

Michael Vivio
President

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88553-LV3

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In the mail.



Online.



On the phone.

Connect with your best customers anywhere@anytime.

ProtectMyID Elite Enrollment Information

1. **You Must Enroll By: March 4, 2013**
2. **ProtectMyID Web Site:** <http://www.protectmyid.com/enroll> or call 877-441-6943 to enroll
3. **Your Activation Code: ABCDEFGHIJKL**

Once your ProtectMyID Elite 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 Elite 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 Elite 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 Elite 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.

Your complimentary One Year ProtectMyID Elite membership includes:

- ⇒ **Credit Report:** A free copy of your Experian credit report
- ⇒ **Surveillance Alerts**
 - **Credit:** Alerts you of suspicious activity including new inquiries, newly opened accounts, delinquencies, or medical collections.
 - **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.
- ⇒ **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 Elite 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.

Once your enrollment in ProtectMyID Elite is complete, you should carefully review your credit report for inaccurate or suspicious items. If you have any questions about ProtectMyID Elite, 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.

Whether or not you choose to use Experian's credit monitoring service, we recommend that you remain vigilant to the possibility of fraud and identity theft by reviewing your credit card, bank, and other financial statements for unauthorized activity. Under federal law, you may obtain a free copy of your credit report once every 12 months from each of the three major nationwide credit reporting companies below by visiting www.annualcreditreport.com, or by calling 1-877-322-8228.

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.

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Equifax
1-800-685-1111
P.O. Box 740256
Atlanta, GA 30374
www.equifax.com

Experian
1-888-397-3742
P.O. Box 2002
Allen, TX 75013
www.experian.com

TransUnion
1-800-888-4213
P.O. Box 1000
Chester, PA 19022
www.transunion.com

If you believe you are the victim of identity theft or have reason to believe your personal information has been misused, you should immediately contact the Federal Trade Commission and/or the attorney general's office in your home state. You should also immediately contact the police in your jurisdiction and file a police report of identity theft. Obtain a copy of the police report as you may need to provide copies of the report to creditors to clear up your records. Contact information for the Federal Trade Commission is as follows:

Federal Trade Commission
600 Pennsylvania Avenue, NW
Washington, DC 20580
www.ftc.gov
1-877-438-4338

