

**Report on Potential Release of Data**

**From: AHW LLC  
27688 East 3200 North Road  
Dwight, IL 60420**

**Company Contact: Chad Braden, President  
(217) 349-8338**

**To: Office of the Attorney General  
Attn: Attorney General  
33 Capitol Street  
Concord, NH 03301**

**Re: Report on Potential Release of Data**

**Number of residents of your State believed to be impacted: 11**

**Date: May 22, 2013**

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AHW LLC is providing this notification in addition to the individual notifications it had provided to residents of your State and other states relating to an apparent breach in the security of an on-line store that AHW LLC operates.

On March 19, 2013, AHW LLC's credit card vendor, Evalon advised AHW LLC that the Discover card company had identified the Green Fun Store, [www.greenfunstore.com](http://www.greenfunstore.com), an on-line store operated by AHW LLC, as a higher than normal common point of purchase for the period from September 2, 2012 through December 31, 2012 for certain identified cards that had been subject to subsequent fraudulent uses. According to Discover, of the 886 authorizations of Discover card accounts doing business with Green Fun Store during that time frame, 109 of those cards had subsequently been used for fraudulent transactions. It is AHW LLC's understanding that, in each case of fraudulent use, Discover contacted the customer, terminated the card number, issued a new card to the card holder, and resolved the fraud issue with the customer.

AHW LLC believes that, due to our network's exposure to certain malware, third parties may have gained access to certain Discover card customer names as they appeared on each impacted Discover card, and a corresponding Discover card number, expiration date and security code associated with the card.

In addition to the potentially impacted customers who had used [www.greenfunstore.com](http://www.greenfunstore.com), AHW LLC also notified Discover card customers who made purchases from [www.GreenPartStore.com](http://www.GreenPartStore.com) d/b/a GREENPARTS and [cwww.FarmFunStore.com](http://cwww.FarmFunStore.com) d/b/a FARMFUN

because those on-line stores were also operated by AHW LLC and were operated in substantially the same manner as the Green Fun Store.

For all computers on Green Fun Store network and the other two networks, AHW LLC has installed corporate McAfee antivirus, and has run several scans for viruses and malware. No Viruses were detected. Malware that was detected was removed by Combofix, Malwarebytes, Hitman Pro 3, and Super Anti Spyware. AWH LLC completed an incident report, which it provided to Elavon and Evalon sent to Discover. AHW LLC made a claim to its insurance company and retained Kroll Data Breach Services to alert potentially affected customers. Other than this notice, AHW LLC has not filed reports with any law enforcement agencies.

In addition to the actions already taken, AHW LLC is installing a new server at Green Fun Store physical location. The new server will host a newer more secure SQL database that will use the latest tokenization technology when verifying completed credit card transactions from the shopping cart provider. The intrusion detection appliance will be a stand-alone hardware device that will monitor the entire Green Fun Store network for any attacks that have penetrated both our firewall and intrusion prevention technologies that are employed on that firewall. A local outside IT expert, Area Wide Technologies has been hired to maintain security patches to server and SQL database.

We are attaching to this report an example of the letter we sent to residents of your State roughly simultaneously with this notice.



<<Firstname>> <<Middlename>> <<Lastname>>  
<<Address1>>  
<<Address2>>  
<<City>>, <<Stateprovince>> <<Postalcode>>  
<<Intelligent Mail Barcode>>

<<Date>> (Format: Month Day, Year)

### Subject: Security Incident

Dear <<Firstname>> <<Middlename>> <<Lastname>>,

We are writing to tell you about a data security incident that may have exposed some of your credit information used to make one or more purchases at one of these three websites associated with AHW LLC:

www.GreenFunStore.com d/b/a Greenfun  
www.GreenPartStore.com d/b/a GREENPARTS  
www.FarmFunStore.com d/b/a FARMFUN

We believe that, due to our network's exposure to certain malware, third parties may have gained access to your name as it appears on you Discover card, your Discover card number, the expiration date associated with the card and the security code associated with the card. We take the protection and proper use of your information very seriously. That is why we are contacting you directly to let you know how we can help minimize the exposure and how we are strengthening our security.

### What Happened?

We have learned that from September of 2012 through at least December of 2012, our database of Discover Card cardholder information may have been compromised through certain malware. As soon as we became aware of the potential compromise, we significantly revised how we handle credit card transactions to assure that no further compromise could occur.

### What Can You Do?

You may obtain a copy of your credit report or request information on how to place a fraud alert or security freeze by contacting any of the national credit bureaus below. Be aware that you may obtain a copy of your credit report, free of charge, whether or not you suspect any unauthorized activity on

### Next Steps



Your membership number is: <<MEMBERSHIPNUMBER>>



#### 1. Go to [www.idintegrity.com](http://www.idintegrity.com) to start your credit monitoring

Please be prepared to provide your membership number. Instructions are provided online.



If you would prefer to receive your alerts through the mail instead of online, fill out the enclosed *Consumer Credit Report and Credit Monitoring Authorization Form* and return it in the enclosed postage-paid envelope.



#### 2. Call 1-866-???-Dria if you need help or have questions

8 a.m. to 5 p.m. (Central Time), Monday through Friday  
Kroll representatives are ready to help you.

your account. Particularly under the circumstances, you should remain vigilant for incidents of fraud and identity theft by reviewing credit card account statements and monitoring your credit report for unauthorized activity.

**Equifax**

P.O. Box 740241  
Atlanta, Georgia 30374  
1-800-685-1111  
www.equifax.com

**Experian**

P.O. Box 2104  
Allen, TX 75013  
1-888-397-3742  
www.experian.com

**TransUnion**

P.O. Box 2000  
Chester, PA 19022  
1-800-888-4213  
www.transunion.com

**What Are We Doing To Protect You?**

To help relieve concerns and restore confidence following this incident, we at AHW LLC secured the services of Kroll Advisory Solutions to provide **identity theft safeguards at no cost to you**. Kroll Advisory Solutions is a global leader in risk mitigation and response, and their team has more experience than any other organization when it comes to helping people who have sustained an unintentional exposure of confidential data.

Your identity theft safeguards include **Continuous Credit Monitoring** and **Enhanced Identity Theft Consultation and Restoration**. Instructions on how to receive your services are below.

We are providing you with access to the following services from Kroll Advisory Solutions, at no cost to you. Please note that in order to activate the following services you will need to follow the instructions in the "Next Steps" box on the first page of this letter.

**Continuous Credit Monitoring.** We are providing you with no-cost access to Kroll's credit monitoring service for 12 months from the date of this letter. Once activated, you will receive alerts whenever there are certain changes in your credit file that could indicate an issue.

**Enhanced Identity Theft Consultation and Restoration.** Licensed Investigators, who truly understand the problems surrounding identity theft, are available to listen, to answer your questions, and to offer their expertise regarding any concerns you may have. And should your name and credit be affected by this incident, your investigator will help restore your identity to pre-theft status.

To receive credit monitoring, you must be over the age of 18 and have established credit in the U.S., have a Social Security number in your name, and have a U.S. residential address associated with your credit file.

**What Should You Do If You Have Any Questions Or Feel You Have An Identity Theft Issue?**

Call 1-866-???-Dria, 8 a.m. to 5 p.m. (Central Time), Monday through Friday. Kroll's Licensed Investigators are standing by to answer your questions or help you with concerns you may have. *Please have your membership number ready.*

We deeply regret that this has happened. We trust that the quality and reliability of the services we are offering to you demonstrate our continued commitment to your security and satisfaction.

Sincerely,



Chad Braden  
COO/President, AHW LLC

**P.S.** Remember, safeguards for your personal data security are available at no cost to you. To enroll:

1. Go to **www.idintegrity.com** to activate your credit monitoring
2. **Call 1-866-???-Dria** if you have an identity theft issue or if you have any questions.  
Kroll's licensed investigators are ready to help you.

## U.S. State Notification Requirements

### All States:

You may obtain a copy of your credit report or request information on how to place a fraud alert or security freeze by contacting any of the national credit bureaus below. It is recommended that you remain vigilant for incidents of fraud and identity theft by reviewing credit card account statements and monitoring your credit report for unauthorized activity.

#### **Equifax**

P.O. Box 740241  
Atlanta, Georgia 30374  
1-800-685-1111  
www.equifax.com

#### **Experian**

P.O. Box 2104  
Allen, TX 75013  
1-888-397-3742  
www.experian.com

#### **TransUnion**

P.O. Box 2000  
Chester, PA 19022  
1-800-888-4213  
www.transunion.com

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### For residents of Iowa, Maryland, Michigan, Missouri, North Carolina, Oregon, and West Virginia:

It is required by state laws to inform you that you may obtain a copy of your credit report, free of charge, whether or not you suspect any unauthorized activity on your account.

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### For residents of Iowa:

State law advises you to report any suspected identity theft to law enforcement or to the Attorney General.

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### For residents of Oregon:

State laws advise you to report any suspected identity theft to law enforcement, as well as the Federal Trade Commission.

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### For residents of Illinois, Maryland and North Carolina:

You can obtain information from the Maryland and North Carolina Offices of the Attorneys General and the Federal Trade Commission about steps you can take toward preventing identity theft.

#### **Maryland Office of the Attorney General**

Consumer Protection Division  
200 St. Paul Place  
Baltimore, MD 21202  
1-888-743-0023  
www.oag.state.md.us

#### **North Carolina Office of the Attorney General**

Consumer Protection Division  
9001 Mail Service Center  
Raleigh, NC 27699-9001  
1-877-566-7226  
www.ncdoj.com

#### **Federal Trade Commission Consumer Response Center**

600 Pennsylvania Avenue, NW  
Washington, DC 20580  
1-877-IDTHEFT (438-4338)  
www.ftc.gov/bcp/edu/microsites/idtheft/

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### For residents of Massachusetts:

It is required by state law that you are informed of your right to obtain a police report if you are a victim of identity theft.

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### For residents of Massachusetts and West Virginia:

You also have the right to place a security freeze on your credit report by contacting any of the credit bureaus listed at the top of this page. A security freeze is intended to prevent credit, loans and services from being approved in your name without your consent.

To place a security freeze on your credit report, you may be able to use an online process, an automated telephone line or a written request. The following information must be included when requesting a security freeze (note that if you are requesting a credit report for your spouse, this information must be provided for him/her as well): (1) full name, with middle initial and any suffixes; (2) Social Security number; (3) date of birth; (4) current address and any previous addresses for the past five years; and (5) any applicable incident report or complaint with a law enforcement agency or the Registry of Motor Vehicles. The request must also include a copy of a government-issued identification card and a copy of a recent utility bill or bank or insurance statement. It is essential that each copy be legible, display your name and current mailing address, and the date of issue. The consumer reporting agency may charge a fee of up to \$5.00 to place a freeze or lift or remove a freeze and free if you are a victim of identity theft or the spouse of a victim of identity theft, and you have submitted a valid police report relating to the identity theft incident to the consumer reporting agency.

DEPT OF JUSTICE  
DIVISION OF THE  
ATTORNEY GENERAL