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September 24, 2013

Via UPS

Office of the New Hampshire Attorney General
Consumer Protection and Anti-Trust Bureau
33 Capitol Street
Concord, NH 03301

Attention: James Boffetti, Bureau Chief

Re: Incident Notification

Dear Mr. Boffetti:

Our client, ICG America, recognizes the importance of the privacy and confidentiality of the personal information provided by its current and prospective customers. Regrettably, on August 8, 2013, ICG America was advised by a credit card company that it may have been the target of a cyber-attack against its payment processing system. ICG America immediately engaged a leading computer security firm to investigate. The security firm found signs of an attack that began on January 2, 2013 and continued until August 2, 2013. The attacker installed a program on ICG America's network that created the ability to decrypt and capture payment card information from ICG America's system. Because of the nature of the program used by the attacker, the security firm could not conclusively determine whether the attacker actually viewed or removed any information from any system. The information stored there may include names, addresses, email addresses, credit or debit card account numbers, expiration dates, and card verification values.

In an abundance of caution, ICG America is notifying affected individuals regarding the incident. ICG America is also providing a dedicated call center for affected individuals to call with questions regarding the incident.

Bureau Chief James Boffetti
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In order to prevent something like this from happening in the future, ICG America has conducted an internal review of its practices and procedures and is taking steps to enhance its security measures.

Commencing on September 24, 2013, ICG America is notifying approximately 1,451 New Hampshire residents. Notification is being sent to those residents in substantially the form attached hereto.

Please do not hesitate to contact me if you have any questions.

Sincerely,

A handwritten signature in black ink, appearing to read "Craig A. Hoffman", with a long horizontal line extending to the right.

Craig A. Hoffman

Enclosures

ICG America, Inc.
2219 Westlake Dr.
Austin, TX 78746

<date of mailing>

<name>

<street address>

<city>, <state> <zip code>

Dear <salutation><name>,

ICG America, which operates a family of companies that includes Amazing Clubs, Flying Noodle, MonsterBrew, and California Reds, is committed to protecting your personal information. Regrettably, we are writing to inform you of an incident involving some of that information.

ICG America was advised by a credit card company on August 5, 2013 that we may have been the target of a cyber-attack against our payment processing system. We immediately engaged a leading computer security firm to investigate. The security firm found signs of an attack that began on January 2, 2013 and continued until August 2, 2013. The attacker installed a program on our network that created the ability to decrypt and capture payment card information from our system.

Because of the nature of the program used by the attacker, the investigation could not determine whether the attacker actually viewed or removed any information from any system. Accordingly, we wanted to notify everyone whose information could have been accessed. This information may include your name, address, e-mail address, credit or debit card account number, expiration date, and card verification value. If you see a fraudulent charge on your card, you should immediately contact the bank that issued your card. Major credit card companies typically guarantee cardholders will not be responsible for fraudulent charges.

We recommend that you remain vigilant by reviewing your account statements and credit reports for any unauthorized activity. You may obtain a copy of your credit report, free of charge, once every 12 months from each of the three nationwide credit reporting companies. To order your annual free credit report please visit www.annualcreditreport.com or call toll free at 1-877-322-8228. Contact information for the three nationwide credit reporting companies is as follows:

Equifax, PO Box 740256, Atlanta, GA 30374, www.equifax.com, 1-800-525-6285

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

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

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. 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

You can obtain information from these sources about steps an individual can take to avoid identity theft as well as information about fraud alerts and security freezes. You should also contact your local law enforcement authorities and file a police report. Obtain a copy of the police report in case you are asked to provide copies to creditors to correct your records.

We want to assure you that we are committed to the security of your personal information and are taking this matter seriously. We have conducted an internal review of our practices and procedures and are updating our system protections. If you have any questions, or you need further assistance, you may contact us at 866-264-1050, Monday through Friday, 9:00 AM until 7:00 PM, Eastern Time.

Regards,

Elena Loyola
Vice President, Operations
ICG America, Inc.