



Office of the General Counsel  
201 Tabor Road  
Morris Plains, New Jersey 07950

July 9, 2007

Lauren Noether  
Chief, Consumer Protection Bureau  
33 Capitol Street  
Concord, New Hampshire 03301

Re: Amended Reporting Form for Business reporting a "Breach of Security" pursuant to the New Hampshire Identity Theft Act (N.H. Rev. Stat. Ann. 359-C:19)

Dear Chief Noether:

Enclosed please find an Amended Reporting Form for Business reporting a "Breach of Security" pursuant to the New Hampshire Identity Theft Act (N.H. Rev. Stat. Ann. 359-C:19). This form amends the initial Reporting Form sent to you on June 13, 2007 in which McNEIL-PPC, Inc., a subsidiary of Johnson & Johnson, provided notification of a security breach by one of its vendors. You and I had also exchanged emails about the incident. Subsequent to our submitting the initial Reporting Form, we were informed that additional individuals may have been affected by the breach of security and the attached Amended Reporting Form is intended to include these additional individuals.

Also enclosed for your reference is the form of notice that is being sent to the additional affected individuals.

Please do not hesitate to contact me at 973-385-7966 if you should have any further questions.

Sincerely,

Raj R. Vaswani  
Senior Counsel

Enclosures

**Amended Reporting Form  
For Business reporting a "Breach of Security"  
Pursuant to the New Hampshire Identity Theft Act  
(N.H. Rev. Stat. Ann. 359-C:19)**

Name of Business, Individual or State Entity **McNEIL-PPC, Inc.**  
Date of Discovery of Breach: **May 24, 2007**  
Estimated Number of Affected Individuals in Previous Notification: **1**  
Estimated Number of Additional Affected Individuals: **3**  
Date of Notification to Additional Affected Individuals: **On or about July 13, 2007**

Manner of Notification: **written and telephone**

Description of "breach of security":

**Alta Resources Corporation is a vendor engaged by McNEIL for product fulfillment purposes. The credit card information of some customers who ordered products from a McNEIL web site may have been exposed to persons outside of Alta by a former Alta employee. This exposure has been under investigation by federal law enforcement since May 24, 2007, and approximately two weeks after that, Alta provided McNEIL with a list of customers that had been affected by the foregoing breach. Alta has since implemented the PCI Data Security Standard which is a widely accepted industry standard.**

**In mid- to late June, 2007, it was determined that certain additional individuals may have been affected by the breach of security, and this Amended Reporting Form is intended to include these additional individuals.**

Name of Business or Individual Contact Person: **Raj R. Vaswani**  
Title: **Senior Counsel**  
Telephone number: **973 385 7966**  
Email: **[rvaswani@corus.inj.com](mailto:rvaswani@corus.inj.com)**  
Dated: **July 9, 2007**  
Submitted by: **Raj R. Vaswani**  
Title: **Senior Counsel**  
Address: **201 Tabor Road, Morris Plains, NJ  
07950**  
Email: **[rvaswani@corus.inj.com](mailto:rvaswani@corus.inj.com)**  
Tel: **973 385 7966**  
Fax: **973 385 3927**

**Johnson & Johnson Healthcare Products  
Division of McNEIL-PPC, Inc.**

July 13, 2007

Dear XXXXXX,

As a valued customer, we are writing to inform you of a recent security incident involving credit card information that occurred with our outside data vendor, Alta Resources Corporation. Although we have no indication that your credit card information was used to make improper purchases, we wanted to inform about the incident and to describe some steps that you can take to limit its impact on you.

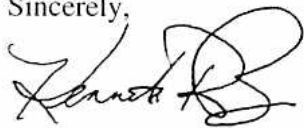
With your permission, your credit card information was used to order LISTERINE<sup>®</sup> branded products from [www.listerineprofessional.com](http://www.listerineprofessional.com). (The LISTERINE<sup>®</sup> business was recently acquired by Johnson & Johnson Healthcare Products Division of McNEIL-PPC, Inc. from Pfizer Consumer Healthcare.) Alta informed us that one of its former employees sold certain credit card information to federal law enforcement agents as part of an undercover sting operation in May 2007. We have no reason to suspect that your information was disclosed to anyone besides law enforcement or that it was used to make improper purchases. However, any security incident is unacceptable to us, and we wanted to make you aware of the incident.

We recommend that you review your credit card statements for the past six months for unauthorized charges, carefully monitor your credit card account and report any suspicious activity immediately to your credit card company.

The individual involved in this incident is no longer employed by Alta and no longer has access to Alta's premises or computer systems. Alta has also recently implemented a new Payment Card Industry (PCI) Data Security Standard, recognized as the most stringent across the industry.

Thank you for your continued support of LISTERINE<sup>®</sup> products, and we apologize for this situation. If you have any questions, please call Greg Dove or Adrienne Keller at 888-387-4673.

Sincerely,



Kenneth DeBaene  
Sr. Director, Professional Marketing and Sales