

Overnight Delivery

May 29, 2007

New Hampshire Department of Justice
Office of Attorney General
Consumer Protection and Antitrust Division
33 Capital Street
Concord, NH 03301

To Whom it May Concern:

In accordance with New Hampshire Statute 359-C:20, we are providing you with written notification regarding the nature and circumstances of a recent crime that has resulted in the compromise of personal information of approximately 679 customers of mytreo.net. We are working with the U.S. Secret Service to apprehend the perpetrator of this crime which we discovered on or about May 2, 2007.

At this time, we are not aware of any residents of New Hampshire among those mytreo.net customers whose personal information may have been compromised. The compromised information includes names, addresses, phone numbers, Social Security numbers, and in certain instances, encrypted credit card numbers. At this time, we have no evidence that any information has been used to commit identity fraud. As indicated above, we have notified law enforcement authorities about this crime.

Attached for your information is a sample of the breach notification letter we are sending to affected customers on or about June 1, 2007. If you have any questions, please do not hesitate to contact me at 917.306.7810.

Very truly yours,



Tadd Rosenfeld
Principal

Enclosure

Company Letterhead

June 1, 2007

[Name
Address]

Dear _____:

We recently became aware of a crime that may have resulted in the compromise of personal information of certain mytreo.net store customers. An individual may have viewed certain information such as names, addresses, and social security numbers, and in some instances, encrypted credit card information. We are working with law enforcement authorities to catch the criminal.

We regret that this crime may affect you. We take our obligation to safeguard your personal information very seriously and, therefore, we are alerting you so you can take steps to protect yourself from possible identity fraud. While we understand that your information may have been accessed, we have no evidence that the information has been used to commit identity fraud. Nevertheless, to protect yourself, we encourage you to take certain steps. The attached Reference Guide provides details on each step.

You are entitled under U.S. law to one free credit report annually from each of the three national credit bureaus. To order your free credit report, visit www.annualcreditreport.com or call toll-free at 877-322-8228. You may also want to place a fraud alert on your credit file.

To further assist you, we recommend that you register for the credit monitoring service, which we have arranged to be provided to you at no charge for the next twelve months. The attached Reference Guide provides information on how you can register for this service. It also contains recommendations by the U.S. Federal Trade Commission on how to further protect yourself against identity theft.

I hope this information is useful to you. If you would like to contact us, please call us at **[Insert toll-free number or email and times assistance will be available]**.

Again, I regret any inconvenience this may cause you.

Sincerely,

Tadd Rosenfeld
Principal

Enclosure

Reference Guide

We encourage individuals receiving mytreo.net's letter of June 1, 2007 to take the following steps:

Order Your Free Credit Report. To order your free credit report, visit www.annualcreditreport.com, call toll-free at 877-322-8228, or complete the Annual Credit Report Request Form on the U.S. Federal Trade Commission's website at www.ftc.gov and mail it to Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA 30348-5281. Do not contact the three credit bureaus individually. They provide free annual credit reports only through the website or toll-free number.

When you receive your credit report, review it carefully. Look for accounts you don't recognize. Look in the "inquiries" section for names of creditors from whom you haven't requested credit. Some companies bill under names other than their store names. The credit bureau will be able to tell you when that is the case. And look in the "personal information" section for information (such as your home address and Social Security number) for any inaccuracies. Errors in this information may be a warning sign of possible identity theft. You should notify the credit bureaus of any inaccuracies in your report, whether due to error or fraud, as soon as possible so the information can be investigated and, if found to be in error, corrected. If there are accounts or charges you did not authorize, immediately notify the appropriate credit bureau by telephone and in writing.

If you find items you don't understand on your report, call the credit bureaus at the number given on the report. Credit bureau staff will review your report with you. If the information can't be explained, then you will need to call the creditors involved. Information that can't be explained also should be reported to your local police or sheriff's office because it may signal criminal activity.

Register for Credit Monitoring. We recommend that you sign up for credit monitoring, which we have arranged to provide you at no charge for the next twelve months. Credit monitoring can provide you with an "early warning system" to key changes to your credit file and help you understand the content of your credit file at Equifax, one of the three major credit reporting agencies. If you wish to register for this service, and also wish to place a fraud alert on your credit file (see below), you should register for credit monitoring first to avoid processing issues.

There is a simple Internet-based verification and enrollment process. To take advantage of this offer, follow the steps listed below.

- Visit: www.myservices.equifax.com/silver
- Consumer Information: Complete the form with your contact information (name, address and e-mail address) and click the "Continue" button.
- Identity Verification: Complete the form, create a user name and password, agree to the Terms of Use and click the "Continue" button. The system will ask you up to two security questions to verify your identity.
- Payment Information: During the "check out" process, provide the following promotional code: <XXXXX> in the "Enter Promotion Code" box. This code is case sensitive; use no spaces and include the dash. After entering your code press the "Apply Code" button and then the "Submit Order" button at the bottom of the page. This code eliminates the need to provide a credit card number for payment.
- Order Confirmation: Click "View My Product" to access your Equifax Credit Report.

Consider Placing a Fraud Alert on Your Credit File. To protect yourself from possible identity theft, consider placing a fraud alert on your credit file. A fraud alert helps protect you against the possibility of an identity thief opening new credit accounts in your name. When a merchant checks the credit history of someone applying for credit, the merchant gets a notice that there may be fraud on the account. This alerts the merchant to take steps to verify the identity of the applicant. You can report potential

identity theft to all three of the major credit bureaus by calling any one of the toll-free fraud numbers below. You will reach an automated telephone system that allows you to flag your file with a fraud alert at all three bureaus.

Equifax	800-525-6285	www.equifax.com
Experian	888-397-3742	www.experian.com
TransUnion	800-680-7289	www.transunion.com

You will be sent instructions on how to get a copy of your report from each of the credit bureaus. As a possible victim of identity theft, you will not be charged for these copies. Even if you do not initially find any signs of fraud on your reports, we recommend that you review your credit reports carefully every three months for the next year. Just call the numbers above to order your reports and keep the fraud alert in place.

If you believe identity theft has been committed, follow the FTC's Recommendations

If you believe your identity has been stolen, the U.S. Federal Trade Commission ("FTC") recommends that you take these additional steps:

- Close the accounts that you have confirmed or believe have been tampered with or opened fraudulently. Use the FTC's ID Theft Affidavit when you dispute new unauthorized accounts. It is available at <http://www.ftc.gov/bcp/online/pubs/credit/affidavit.pdf>.
- File a local police report. Obtain a copy of the police report and submit it to your creditors and any others that may require proof of the identity theft crime.
- File your concern with the FTC. The FTC maintains a database of identity theft cases used by law enforcement agencies for their investigations. By filing a concern, it helps the FTC learn more about identity theft and the problems victims are having so FTC representatives can better assist you. The FTC's Identity Theft Hotline toll-free number is 877-IDTHEFT (877-438-4338) or you can visit their website at www.ftc.gov.

If you would like to speak with us at myteco.net, please contact us at **[toll-free number or email and times assistance will be available.]**

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