



S&D Coffee, Inc.

The Perfect Blend of Quality and Service

Consumer Protection and Antitrust Bureau
c/o Lauren Noether
33 Capital Street
Concord, NH 03301

Dear Sir/Madam:

Pursuant to N.H. Rev. Stat. Ann. § 359-C:20, this letter is to inform you that S&D Coffee, Inc. recently discovered a data security breach that may have affected the personal information of seven who reside in the Commonwealth of Massachusetts. The personal information affected may include customer name, physical address, email address and credit card information.

S&D Coffee, Inc. has a website wherein retail customers can purchase product online with a credit card. This website is hosted externally by a third party provider company named E-Dreamz. On February 7th, 2011 a security breach was discovered at E-Dreamz wherein customer information may have been compromised.

S&D Coffee, Inc. took the following actions upon notification of the breach.

- Immediately removed the ability to accept credit cards on breached site.
- Notified our bank and filed appropriate merchant notifications to the major credit card companies.
- Notified potentially affected customers via email and letter delivered via USPS.
- Contacted law enforcement.
- Contacted a forensics company to investigate the breach in more detail.

S&D Coffee, Inc. plans to send a notice to the affected New Hampshire residents no later than March 25 2011 as required by N.H. Rev. Stat. Ann. § 359-C:20. The notice will contain information on preventing identify theft, including contact information for the three major credit bureaus and the Federal Trade Commission.

S&D Coffee, Inc. believes this letter is compliant with the notice requirements delineated in N.H. Rev. Stat. Ann. § 359-C:20. If, however, you require additional information or documentation, please do not hesitate to contact DAVID RICE at 704-782-3121 . Thank you for your time and attention.

Sincerely,

A handwritten signature in black ink, appearing to read 'David A. Rice', is written over a light blue circular stamp.

David A. Rice
IT Director – S&D Coffee, Inc.
300 Concord Parkway South
Concord, NC 28027