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August 2, 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

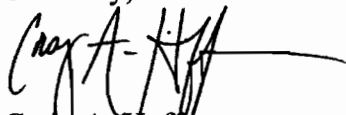
Dear Mr. Boffetti:

On June 24, 2013, an unauthorized person gained access to the computer system our client, swimsuitsforall, uses to process payments for purchases made on its website. swimsuitsforall discovered and blocked this access on June 27, 2013. The unknown person may have gained access to customer information including names, addresses, credit or debit card account numbers, and card expiration dates. Upon discovering this incident, swimsuitsforall immediately launched an investigation and implemented measures to prevent any further unauthorized access.

To prevent something like this from happening in the future, swimsuitsforall has implemented additional technical safeguards and is conducting a comprehensive internal review of its practices and procedures.

We are notifying approximately 40 New Hampshire residents. Notification is being sent to those residents in substantially the form attached hereto, with mailing commencing on August 2, 2013.

Sincerely,



Craig A. Hoffman

Enclosure



2 Industrial Drive, Unit B
 Keyport, NJ 07735
 Tel: 732-935-0300 Fax: 732-909-2014

<<mail id>>
 <<Name1>>
 <<Name2>>
 <<Address1>>
 <<Address2>>
 <<City>><<State>><<Zip>>
 <<Foreign Country>> <<Date>>

Dear [Name]:

At swimsuitsforall, we recognize the importance of the privacy and confidentiality of the personal information provided to us by our customers and have always been committed to protecting this information. Regrettably, we are writing to inform you of an incident involving some of that information.

On June 24, 2013, an unauthorized person gained access to the computer system we use to process payments for purchases made on our website. We discovered and blocked this access on June 27, 2013. Regrettably, we believe that the unknown person may have gained access to information about you, including your name, address, credit or debit card account number, and the card's expiration date. Upon discovering this incident, we immediately launched an investigation and implemented measures to prevent any further unauthorized access.

We wanted to let you know about this incident so you can take steps to protect your card from being misused. We recommend that you remain vigilant to the possibility of fraud and identity theft by reviewing your financial statements for any unauthorized activity. You should immediately report any unauthorized activity to your financial institution because the major credit card companies have "zero liability" policies to prevent cardholders from being responsible for fraudulent charges.

You may also 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:

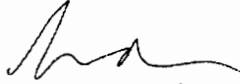
Equifax PO Box 740256 Atlanta, GA 30374 www.equifax.com 1-800-525-6285	Experian PO Box 9554 Allen, TX 75013 www.experian.com 1-888-397-3742	TransUnion PO Box 6790 Fullerton, CA 92834 www.transunion.com 1-800-680-7289
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If you believe you are the victim 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. 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. 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

We want to assure you that we are committed to the security of your personal information and are taking this matter seriously. We have implemented additional technical safeguards and are conducting a comprehensive internal review of our practices and procedures in order to prevent an incident like this from occurring in the future. If you have any questions, or you need further assistance, you may contact us at 1-888-241-SWIM (7946).

Regards,

A handwritten signature in black ink, appearing to read 'Isaac Ashkenazie', written in a cursive style.

Isaac Ashkenazie
Vice President of Operations