

January 24, 2013

VIA CERTIFIED MAIL RETURN RECEIPT REQUESTED

Office of the New Hampshire Attorney General
Consumer Protection & Antitrust Bureau
33 Capitol Street
Concord, NH 03301

Re: Legal Notice of Information Security Incident

Dear Sirs or Madams,

I write on behalf of Wilton Brands LLC ("Wilton") to inform you of a security incident involving personal information maintained by Wilton that involved approximately 116 New Hampshire residents. Wilton is notifying these individuals and outlining some steps they may take to help protect themselves.

On or about January 8, 2013, one of Wilton's service providers discovered that a malicious user modified the shopping cart functionality used on the www.wilton.com website. As a result, between October 8, 2012 and January 8, 2013, the malicious user was able to intercept certain Website user information as it was received and before it was transmitted by Wilton to the third party company that fulfills orders placed on wilton.com. Wilton believes that some of its customers' personal information was accessed as a result of this incident, including name, address, city, state, telephone, and payment card information, such as card number, expiration date and security codes (e.g. CVV2/CVC2/CID).

Wilton takes the privacy of personal information seriously. Wilton has taken several steps to address and contain this incident and to help prevent this type of an incident from occurring in the future. Wilton is now using the third party company that fulfills orders to directly accept and process payment cards for the sale of goods at wilton.com. As a result, Wilton's systems will no longer process payment cards for the sale of goods from wilton.com. In addition, Wilton is replacing its webserver and implementing additional security measures. Wilton also notified law enforcement of this incident and intends to assist their efforts in prosecuting the criminals who accessed our systems.

Wilton is notifying affected individuals via written letter and has arranged for affected US residents to be eligible to receive a complimentary one-year membership of Experian's ProtectMyID™ Alert. These notifications will begin mailing on or around January 25, 2013. A copy of the form of notices being sent to impacted New Hampshire residents is attached for your reference.



If you have any questions or need further information regarding this incident, please contact me at (303) 325-3528 or dnavetta@infolawgroup.com

Sincerely,

David Navetta, Esq., CIPP/US
Partner, InfoLawGroup LLP

Enclosure

WILTON

BRANDS LLC

2240 West 75th Street
Woodridge, IL 60517

January 25, 2013



Sample A. Sample
123 Anystreet
Anytown, US 12345-6789

000001



Important Security and Protection Notification.
Please read this entire letter.

Dear Sample A. Sample

We are writing to inform you of a security incident involving certain personal information you provided to Wilton Brands LLC ("Wilton") when making purchases on the www.wilton.com website (the "Website"). This notice provides information about the incident and outlines some steps you may take to help protect yourself. We sincerely apologize for any inconvenience or concern this may cause you.

On or about January 8, 2013, one of Wilton's service providers discovered that a malicious user modified the shopping cart functionality used on the www.wilton.com website. As a result, between October 8, 2012 and January 8, 2013, the malicious user was able to intercept certain Website user information as it was received and before it was transmitted by Wilton to the third party company that fulfills orders placed on wilton.com. We believe that your personal information was accessed as a result of this incident, including name, address, city, state, telephone, and payment card information, such as card number, expiration date and security codes (e.g. CVV2/CVC2/CID). Please be aware that at least one Website user has told us that his payment card was used for fraudulent transactions after visiting the Website during the time frame of this incident.

Wilton takes the privacy of personal information seriously, and regrets that this incident took place. We have taken several steps to address and contain this incident and to help prevent this type of an incident from occurring in the future. Wilton is now using the third party company that fulfills orders to directly accept and process payment cards for the sale of goods at wilton.com. As a result, Wilton's systems will no longer process payment cards for the sale of goods from wilton.com. In addition, Wilton is replacing its webserver and implementing additional security measures. We also notified law enforcement of this incident and intend to assist their efforts in prosecuting the criminals who accessed our systems.

We want to make you aware of steps you can take to guard against identity theft or fraud. At this time, we recommend that you review your credit and debit card account statements as soon as possible in order to determine if there are any discrepancies or unusual activity listed. You should continue to monitor your statements for unusual activity going forward. If you see anything you do not understand or that looks suspicious, or if you suspect that any fraudulent transactions have taken place, call the bank that issued your credit or debit card immediately.

Wilton Brands Mission Statement

Create innovative, trend-right, branded products of superior quality and value that meet consumers' needs to creatively express themselves and celebrate life's events.

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We also recommend that you carefully check your credit reports for accounts you did not open or for inquiries from creditors you did not initiate. If you see anything you do not understand, call the credit agency immediately. If you find any suspicious activity on your credit reports, call your local police or sheriff's office. Also, please review the enclosed "Information about Identity Theft Protection" reference guide that describes additional steps you may take to help protect yourself, including recommendations by the Federal Trade Commission regarding identity theft protection, and details on how to place a fraud alert or a security freeze on your credit file.

In addition, Wilton has arranged for you to be eligible to receive a complimentary one-year membership of Experian's ProtectMyID™ Alert. This product helps detect possible misuse of your personal information and provides you with identity protection services focused on identification and resolution of identity theft. If you choose to enroll, the ProtectMyID membership includes the following services:

- **Credit Report:** A free copy of your Experian credit report.
- **Daily Credit Monitoring:** Alerts you of suspicious activity including new inquiries, newly opened accounts, delinquencies, or medical collections found on your Experian credit report.
- **Identity Theft Resolution:** If you have been a victim of identity theft, you will be assigned a dedicated, U.S.-based Experian Identity Theft Resolution Agent who will walk you through the fraud resolution process, from start to finish.
- **ExtendCARE:** Full access to the same personalized assistance from a highly-trained Fraud Resolution Agent even after your initial ProtectMyID membership expires.
- **\$1 Million Identity Theft Insurance*:** As a ProtectMyID member, you are immediately covered by a \$1 Million insurance policy that can help you cover certain costs including, lost wages, private investigator fees, and unauthorized electronic fund transfers.

You can enroll for the services anytime between now and April 30, 2013 by visiting <http://www.protectmyid.com/redeem> or calling 877-371-7902, and providing the following activation code: 999999999. Please be aware that you will not receive these services unless you complete the enrollment.

Finally, we have established a call center to answer questions from individuals affected by this incident. You may call 877-371-7902 between the hours of 9:00 AM and 9:00 PM (Eastern Time), Monday through Friday (excluding holidays), and between the hours of 11:00 AM and 8:00 PM (Eastern Time) Saturday and Sunday to address additional questions or concerns you may have. Again, we are sorry for any inconvenience or concern this event may cause you.

Sincerely,



Eric Erwin
Executive Vice President, Chief Marketing Officer

Enclosure

* Identity theft insurance is underwritten by insurance company subsidiaries or affiliates of Chartis, Inc. The description herein is a summary and intended for informational purposes only and does not include all terms, conditions and exclusions of the policies described. Please refer to the actual policies for terms, conditions, and exclusions of coverage. Coverage may not be available in all jurisdictions.

Information about Identity Theft Protection

We recommend that you regularly review statements from your accounts and periodically obtain your credit report from one or more of the national credit reporting companies. You may obtain a free copy of your credit report online at www.annualcreditreport.com, by calling toll-free 1-877-322-8228, or by mailing an Annual Credit Report Request Form (available at www.annualcreditreport.com) to: Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA, 30348-5281. You may also purchase a copy of your credit report by contacting one or more of the three national credit reporting agencies listed below.

Equifax
P.O. Box 740241
Atlanta, GA 30374-0241
800-685-1111
www.equifax.com

Experian
P.O. Box 9532
Allen, TX 75013
888-397-3742
www.experian.com

TransUnion
P.O. Box 6790
Fullerton, CA 92834-6790
800-916-8800
www.transunion.com

When you receive your credit reports, look them over carefully. Look for accounts you did not open. Look for inquiries from creditors that you did not initiate. And look for personal information, such as home address, that is not accurate. If you see anything you do not understand, call the credit agency at the telephone number on the report. If you do find suspicious activity on your credit reports, call your local police or sheriff's office and file a police report of identity theft. Get a copy of the police report. You may need to give copies of the police report to creditors to clear up your records.

You should remain vigilant with respect to reviewing your account statements and credit reports, and you should promptly report any suspicious activity or suspected identity theft to us and to the proper law enforcement authorities, including local law enforcement, your state's attorney general, and/or the Federal Trade Commission ("FTC").

You may contact the FTC or your state's regulatory authority to obtain additional information about avoiding and protection against identity theft.

Federal Trade Commission, Consumer Response Center
600 Pennsylvania Avenue, NW, Washington, DC 20580, 1-877-IDTHEFT (438-4338),
www.ftc.gov/idtheft

For residents of Maryland: You may also obtain information about preventing and avoiding identity theft from the Maryland Office of the Attorney General: Maryland Office of the Attorney General, Consumer Protection Division
200 St. Paul Place, Baltimore, MD 21202, 1-888-743-0023, www.oag.state.md.us

For residents of North Carolina: You may also obtain information about preventing and avoiding identity theft from North Carolina Attorney General's Office: North Carolina Attorney General's Office, Consumer Protection Division
9001 Mail Service Center, Raleigh, NC 27699-9001, 1-877-5-NO-SCAM, www.ncdoj.gov

Fraud Alerts: There are also two types of fraud alerts that you can place on your credit report to put your creditors on notice that you may be a victim of fraud: an initial alert and an extended alert. You may ask that an initial fraud alert be placed on your credit report if you suspect you have been, or are about to be, a victim of identity theft. An initial fraud alert stays on your credit report for at least 90 days. You may have an extended alert placed on your credit report if you have already been a victim of identity theft with the appropriate documentary proof. An extended fraud alert stays on your credit report for seven years. You can place a fraud alert on your credit report by contacting any of the three national credit reporting agencies at the addresses or toll-free numbers listed below:



Equifax
P.O. Box 740241
Atlanta, GA 30374-0241
877-478-7625
www.equifax.com

Experian
P.O. Box 9532
Allen, TX 75013
888-397-3742
www.experian.com

TransUnion
Fraud Victim Assistance
Division
P.O. Box 6790
Fullerton, CA 92834-6790
800-680-7289
www.transunion.com

Credit Freezes: You may have the right to put a credit freeze, also known as a security freeze, on your credit file, so that no new credit can be opened in your name without the use of a PIN number that is issued to you when you initiate a freeze. A credit freeze is designed to prevent potential credit grantors from accessing your credit report without your consent. If you place a credit freeze, potential creditors and other third parties will not be able to get access to your credit report unless you temporarily lift the freeze. Therefore, using a credit freeze may delay your ability to obtain credit. In addition, you may incur fees to place, lift and/or remove a credit freeze. Credit freeze laws vary from state to state. The cost of placing, temporarily lifting, and removing a credit freeze also varies by state, generally \$5 to \$20 per action at each credit reporting company. Unlike a fraud alert, you must separately place a credit freeze on your credit file at each credit reporting company. Since the instructions for how to establish a credit freeze differ from state to state, please contact the three major credit reporting companies as specified below to find out more information.

Equifax
P.O. Box 105788
Atlanta, GA 30348
www.equifax.com

Experian
P.O. Box 9554
Allen, TX 75013
www.experian.com

TransUnion
Fraud Victim Assistance
Division
P.O. Box 6790
Fullerton, CA 92834-6790
www.transunion.com

You can obtain more information about fraud alerts and credit freezes by contacting the FTC or one of the national credit reporting agencies listed above.

WILTON.

2240 West 75th Street
Woodridge, IL 60517

January 25, 2013



Sample A. Sample
123 Anystreet
Anytown, US 12345-6789



Important Security and Protection Notification.
Please read this entire letter.

Dear Sample A. Sample:

We are writing to inform you of a security incident involving certain personal information you provided to Wilton Brands LLC ("Wilton") when making purchases on the www.wilton.com website (the "Website"). Please note, this incident is not the same as the incident Wilton notified you of by letter dated December 10, 2012 (the "Prior Notice"). This incident was discovered after the Prior Notice was mailed to you. This notice provides information about the newly discovered incident and outlines some steps you may take to help protect yourself. Again, we sincerely apologize for any inconvenience or concern this may cause you.

On or about January 8, 2013, one of Wilton's service providers discovered that a malicious user modified the shopping cart functionality used on the www.wilton.com website. As a result, between October 8, 2012 and January 8, 2013, the malicious user was able to intercept certain Website user information as it was received and before it was transmitted by Wilton to the third party company that fulfills orders placed on wilton.com. We believe that your personal information was accessed as a result of this incident, including name, address, city, state, telephone, and payment card information, such as card number, expiration date and security codes (e.g. CVV2/CVC2/CID). Please be aware that at least one Website user has told us that his payment card was used for fraudulent transactions after visiting the Website during the time frame of this incident.

Wilton takes the privacy of personal information seriously, and regrets that this incident took place. We have taken several steps to address and contain this incident and to help prevent this type of an incident from occurring in the future. Wilton is now using the third party company that fulfills orders to directly accept and process payment cards for the sale of goods at wilton.com. As a result, Wilton's systems will no longer process payment cards for the sale of goods from wilton.com. In addition, Wilton is replacing its webserver and implementing additional security measures. We also notified law enforcement of this incident and intend to assist their efforts in prosecuting the criminals who accessed our systems.

We want to make you aware of steps you can take to guard against identity theft or fraud. You should take these steps even if you cancelled your payment card after receiving our Prior Notice. We recommend that you review your credit and debit card account statements as soon as possible in order to determine if there are any discrepancies or unusual activity listed. You should continue to monitor your statements for unusual activity going forward. If you see anything you do not understand or that looks suspicious, or if you suspect that any fraudulent transactions have taken place, call the bank that issued your credit or debit card immediately.

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We also recommend that you carefully check your credit reports for accounts you did not open or for inquiries from creditors you did not initiate. If you see anything you do not understand, call the credit agency immediately. If you find any suspicious activity on your credit reports, call your local police or sheriff's office. Also, please review the enclosed "Information about Identity Theft Protection" reference guide that describes additional steps you may take to help protect yourself, including recommendations by the Federal Trade Commission regarding identity theft protection, and details on how to place a fraud alert or a security freeze on your credit file.

In addition, Wilton has arranged for you to be eligible to receive a complimentary one-year membership of Experian's ProtectMyID™ Alert. If you previously enrolled for these services after the Prior Notice they will continue and you do not need to take further action. This product helps detect possible misuse of your personal information and provides you with identity protection services focused on identification and resolution of identity theft. If you choose to enroll, the ProtectMyID membership includes the following services:

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Sincerely,



Eric Erwin
Executive Vice President, Chief Marketing Officer

Enclosure

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You should remain vigilant with respect to reviewing your account statements and credit reports, and you should promptly report any suspicious activity or suspected identity theft to us and to the proper law enforcement authorities, including local law enforcement, your state's attorney general, and/or the Federal Trade Commission ("FTC").

You may contact the FTC or your state's regulatory authority to obtain additional information about avoiding and protection against identity theft.

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