

March 10, 2008

**Via FedEx**

Office of the Attorney General  
New Hampshire Department of Justice  
33 Capitol Street  
Concord, NH 03301

Dear Sir or Madam:

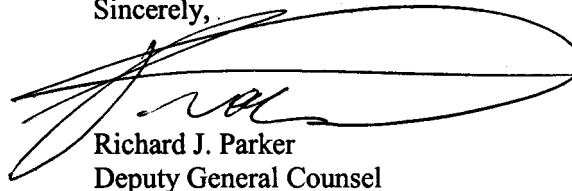
On February 27, 2008, Lippincott Williams & Wilkins, a Wolters Kluwer business, was informed by the company that hosts one of our websites, <http://www.stedmans.com/>, that personal information collected from consumers through the website may have been compromised through an unauthorized intrusion into the server that stores information from individuals who purchased products at our website. The personal information that may have been comprised may include names, addresses, telephone numbers, email addresses, credit card numbers, expiration dates, and card verification numbers of individuals who made purchases at the site from approximately August 30, 2007 to February 27, 2008.

Lippincott Williams & Wilkins has taken some immediate measures to respond to the incident while we continue our investigation. The company has contacted the three major national credit reporting agencies, and the company mailed a notice to consumers who may have been affected by this incident on March 10, 2008 (including approximately 25 New Hampshire residents). We are working with our website hosting company on additional security measures for the Stedmans.com website. In addition, we have arranged with Equifax Personal Solutions to provide potentially affected consumers with an opportunity to enroll in the Equifax Credit Watch™ Gold identity theft protection product at no cost to them for one year. A copy of the letter that the company mailed to consumers is attached.

Lippincott Williams & Wilkins is committed to maintaining and protecting the confidentiality of our customers' personal, private, and sensitive information. We regret that this situation has occurred, and we will be working to reduce the risks of a similar situation happening in the future.

If you have any questions, please feel free to contact me at (847) 580-5156.

Sincerely,



Richard J. Parker  
Deputy General Counsel

Enclosure

[INSERT LIPPINCOTT WILLIAMS & WILKINS LETTERHEAD]

March 10, 2008

*Name*

*Address*

*City, State, Zip*

Dear \_\_\_\_\_

We are writing to inform you that personal information collected through the Stedmans.com website, <http://www.stedmans.com/>, may have been compromised. We deeply regret that this incident occurred, but because you are potentially affected, we want to share with you what we know and urge you to take steps to protect your personal information.

Lippincott Williams & Wilkins was informed of the incident on February 27, 2008 by the company that hosts the Stedmans.com website. The personal information that may have been comprised may include names, addresses, telephone numbers, email addresses, credit card numbers, expiration dates, and card verification numbers of individuals who made purchases at the site from approximately August 30, 2007 to February 27, 2008.

We have taken some immediate measures to respond to the incident while we continue our investigation, including notifying government officials and the three major national credit reporting agencies, Equifax, Experian, and TransUnion (“CRAs”) about this incident. We are working with our website hosting company on additional security measures for the Stedmans.com website. In addition, we have arranged with Equifax Personal Solutions to provide all potentially affected customers in the U.S. and U.S. territories an opportunity to enroll in Equifax’s Credit Watch™ Gold identity theft protection program at no cost to you to help you protect your identity and your credit information. If you take advantage of this offer, you will receive this protection free for one year from the date you sign up. We have attached to this letter additional information that you will need to enroll in Equifax Credit Watch™ Gold. Please note that, in order to take advantage of this offer, you must enroll by June 10, 2008.

We also recommend that you take steps to protect yourself from the possibility of identity theft. First, we recommend that you contact the three major CRAs to place a fraud alert and/or security freeze on your credit file. We have attached to this letter contact information for the CRAs and additional information about fraud alerts and security freezes. Please read it carefully, as there are differences between a fraud alert and security freeze.

Even if you do not find any suspicious activity on your initial credit reports, the Federal Trade Commission (“FTC”) recommends that you check your credit reports periodically. Under federal law, you are entitled to a free credit report once a year. Victim information sometimes is held for use or shared among a group of thieves at different times. Checking your credit reports periodically can help you spot problems and address them quickly. If a report shows accounts you did not open, inquiries from creditors that you did not initiate, personal information, such as

a home address, that is inaccurate, or other information you do not understand, contact one of the credit bureaus immediately. You may visit [www.annualcreditreport.com](http://www.annualcreditreport.com), a website sponsored by the three CRAs, for more information on how to request your credit report.

If you find suspicious activity on your credit reports or have reason to believe your personal information is being misused, you should take two steps. First, call local law enforcement personnel and file a police report. Get a copy of the report; many creditors want the information it contains to absolve you of the fraudulent debts. Second, file a complaint with the FTC at [www.ftc.gov/idtheft](http://www.ftc.gov/idtheft) or 1-877-ID-THEFT (877-438-4338). Your complaint will be added to the FTC's Identity Theft Data Clearinghouse, where it will be accessible to law enforcers for their investigations. For additional information, you can write to: FTC, Consumer Response Center, Room 130-B, 600 Pennsylvania Avenue, N.W. Washington, D.C., 20580.

Lippincott Williams & Wilkins is committed to maintaining and protecting the confidentiality of our customers' personal, private, and sensitive information. We regret that this situation has occurred and will be working to reduce the risks of a similar situation happening in the future. We sincerely apologize for any inconvenience this situation may have caused. If you have any questions, please feel free to contact Customer Service by mail at 16522 Hunters Green Pkwy., Hagerstown, MD 21740, or call toll-free at 1 800 621-7500. When you hear the voice prompts, press the asterisk, which is the \* key. This will send your call to a Specialist who can help you. Our hours of operation are Monday through Friday from 8:30 a.m. to 5:00 p.m. EDT.

Sincerely,

Rick Perry  
Executive Vice President and General Manager

## How to Enroll in Equifax Credit Watch™ Gold

Lippincott Williams & Wilkins has arranged for all potentially affected customers in the U.S. and U.S. territories to obtain free credit monitoring service for one year through Equifax Credit Watch™ Gold. In order to take advantage of this offer, you must enroll by June 10, 2008.

Equifax Credit Watch™ will provide you with an “early warning system” to changes to your credit file and help you to understand the content of your Equifax credit file. The key features and benefits are listed below.

Equifax Credit Watch™ provides you with the following benefits:

- Comprehensive credit file monitoring of your Equifax credit report with daily notification of key changes to your credit file.
- Wireless alerts and customizable alerts available
- Access to your Equifax Credit Report™
- \$20,000 in identity theft insurance with \$0 deductible, at no additional cost to you †
- 24 by 7 live agent Customer Service to assist you in understanding the content of your Equifax credit information, to provide personalized identity theft victim assistance and in initiating an investigation of inaccurate information.

### How to Enroll

Equifax has a simple Internet-based verification and enrollment process.

Visit: [www.myservices.equifax.com/gold](http://www.myservices.equifax.com/gold)

1. Consumer Information: complete the form with your contact information (name, address and e-mail address) and click “Continue” button. The information is provided in a secured environment.
2. Identity Verification: complete the form with your Social Security Number, date of birth, telephone #s, create a User Name and Password, agree to the Terms of Use and click “Continue” button. The system will ask you up to two security questions to verify your identity.
3. Payment Information: During the “check out” process, provide the following promotional code: <XXXXXX> in the “Enter Promotion Code” box. (no spaces, include 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.)
4. Order Confirmation: – Click “View My Product” to access your Equifax Credit Report.

To sign up for US Mail delivery of the product, dial 1-866-937-8432 for access to the Equifax Credit Watch automated enrollment process. Note that all credit reports and alerts will be sent to you via US Mail only.

1. Promotion Code: You will be asked to enter your promotion code as shown above (no spaces, **no dash**)
2. Customer Information: You will be asked to enter your home telephone number, home address, name, date of birth and Social Security Number.

3. **Permissible Purpose:** You will be asked to provide Equifax with your permission to access your credit file and to monitor your file. Without your agreement, Equifax can not process your enrollment.
4. **Order Confirmation:** Equifax will provide a confirmation number with an explanation that you will receive your Fulfillment Kit via the US Mail (when Equifax is able to verify your identity) or a Customer Care letter with further instructions (if your identity can not be verified using the information provided).

### **How to Request a Credit Fraud Alert and Security Freeze**

It is important to monitor your credit and be aware of unusual or fraudulent activity on any of your accounts. Here is some information on how to request a fraud alert and ask for a credit freeze, along with contact information for the three major national credit reporting agencies (“CRAs”), Equifax, Experian and TransUnion. There are differences between how the CRAs handle fraud alerts and security freezes, so please read this carefully.

#### **Fraud Alert**

A fraud alert is a statement added to your credit report that alerts creditors of possible fraudulent activity within your report, and requests that they contact you prior to establishing any accounts in your name. To place a fraud alert on your credit file, you may call or write to any of the CRAs identified below. As soon as one CRA confirms your fraud alert, the others will be notified to place fraud alerts. All three credit reports will be sent to you, free of charge, for your review.

<b>Equifax</b>	<b>Experian</b>	<b>TransUnion</b>
1-877-478-7625	1-888-397-3742	1-800-680-7289
P.O. Box 740256 Atlanta, GA 30374	P.O. Box 9554 Allen, TX 75013	P.O. Box 6790 Fullerton, CA 92834

#### **Security Freeze**

A security freeze restricts a CRA from releasing any information from your credit report without your prior written consent. Many state laws provide consumers with a right to request a security freeze, and the three CRAs voluntarily offer this service to all U.S. consumers. To place a security freeze on your credit report, you must send a written request (some states permit telephone requests) to one of the three major CRAs at the addresses identified below.

<b>Equifax</b>	<b>Experian</b>	<b>TransUnion</b>
1-800-525-6285	1-888-397-3742	1-800-680-7289
P.O. Box 105788 Atlanta, Georgia 30348	P.O. Box 9554 Allen, TX 75013	P.O. Box 6790 Fullerton, CA 92834

CRAs may charge a fee for implementing the security freeze (generally from \$5 to \$10) depending on the laws of the state in which you reside, but many state laws require the CRAs to waive the fee for victims of identity theft who submit a valid investigative or incident report or complaint filed with a law enforcement agency. Additional fees may apply for temporarily or permanently removing a security freeze. CRAs may also require you to submit a copy of a government issued identification card and other documents as proof of your identity. However, note that the CRAs treat security freezes differently from fraud alerts.

To effectively freeze access to your credit files, you should request the security freeze at all three major CRAs, as the CRAs do not share security freeze information with each other.

Each of the CRAs requires slightly different information, so you should check their websites to see exactly what is required:

[www.transunion.com](http://www.transunion.com)

[www.equifax.com](http://www.equifax.com)

[www.experian.com](http://www.experian.com)

### **Checking Your Credit Reports**

The Federal Trade Commission and the CRAs recommend that consumers check their credit reports periodically. Consumers are entitled to receive a free credit report once a year. You can obtain more information by visiting [www.annualcreditreport.com](http://www.annualcreditreport.com).