

October 6, 2011

Office of the Attorney General
New Hampshire Department of Justice
Attn: Jim Boffetti, Consumer Bureau Chief
33 Capitol Street
Concord, NH 03301

Re: **Data Security Incident Notification**

Dear Mr. Boffetti:

In accordance with N.H. Rev. Stat. Ann. §§ 359-C:19 to 21, on behalf of our client, AdvancePierre Foods, this letter is being submitted to notify your office about a loss of a flash drive sent via the U.S. mail containing personal information of two (2) New Hampshire residents. The residents will be notified by U.S. mail this week and will be provided with free credit monitoring services. A copy of the form of written notification is enclosed.

On September 8, 2011, AdvancePierre Foods sent a flash drive to its 401K provider via US. mail. The envelope containing the flash drive arrived at the 401K provider's office on or about September 12, 2011, but appeared to be damaged and the flash drive was missing from the envelope. Upon learning of the missing flash drive on or about September 13, 2011, AdvancePierre Foods immediately launched an investigation. AdvancePierre Foods also filed a report with the U.S. Postal Service regarding the missing flash drive.

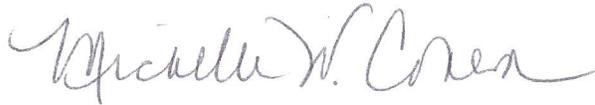
The flash drive contained employee names, Social Security numbers, dates of birth, compensation amounts for 2009 and 2010, and dates of hire. To date, AdvancePierre Foods is not aware of any improper use of the information on the flash drive. The flash drive did not contain any passwords to access AdvancePierre Foods' employee 401K accounts.

Our client continues to review its procedures for transmitting information to its 401K provider and any other third parties it contracts with to provide services that would have access to this type of personal information. AdvancePierre Foods takes this matter very seriously. In addition to the credit monitoring service, AdvancePierre Foods' notifications to those affected by this loss provide information and tips on identity theft protection. Our client is also making a representative available through a toll-free number to answer any of its affected employees' questions.

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If you have any questions, please feel free to contact the undersigned.

Respectfully submitted,

A handwritten signature in cursive script, appearing to read "Michelle W. Cohen".

Michelle W. Cohen

Enclosure



54 St. John Street
Portland, ME 04102

Promotion Code:

October 5, 2011

Dear :

I am writing to make you aware that a flash drive sent by AdvancePierre Foods through the U.S. mail on September 8, 2011 to our 401K provider Milliman containing your personal information is missing. The envelope containing the flash drive arrived at the 401K provider's office on or about September 12, 2011, but appeared to be damaged and the flash drive was missing from the envelope. Upon learning of the missing flash drive, AdvancePierre Foods immediately launched an investigation. We have also filed a report with the U.S. Postal Service regarding the missing flash drive.

The flash drive contained your name, Social Security number, date of birth, compensation amounts for 2009 and 2010, and your date of hire. Due to the sensitive nature of this information, and in accordance with legal requirements, we are formally notifying you of this incident. Please be assured we take this matter very seriously. To date, we are not aware of any improper use of the information on the flash drive. The flash drive did not contain any passwords to access our employees' 401K accounts.

We are reviewing our procedures for transmitting information to Milliman and any other third parties we contract with to provide services that would have access to this type of personal information.

We have arranged with Equifax Personal Solutions to help you protect your identity and your credit information at no cost to you. The steps to follow are:

1. Enroll in Equifax ID Patrol™ identity theft protection product. This product is being provided to you at no cost. You must enroll by January 2, 2012.
2. Additionally, you may choose to adopt an increased level of protection by placing a fraud alert on your credit file at Equifax and the other two credit reporting agencies.

Enroll in Equifax ID Patrol™

Equifax ID Patrol will provide you with an "early warning system" to changes to your credit file and help you to understand the content of your credit file at the three major credit reporting agencies. The key features and benefits are listed below.

Equifax ID Patrol provides you with a 1 year membership:

- o Comprehensive credit file monitoring and automated alerts of key changes to your Equifax, Experian, and TransUnion credit reports
- o Ability to receive alerts if your Social Security Number or credit card numbers are found on Internet trading sites (available online only)
- o Ability to lock and unlock your Equifax Credit Report™ (available online only)
- o Wireless alerts and customizable alerts available
- o One 3-in-1 Credit Report and access to your Equifax Credit Report™
- o \$1 million in Identity Theft Insurance with \$0 deductible, at no additional cost to you†
- o 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.
- o 90 day Fraud Alert placement with automatic renewal functionality (available online only)

How to Enroll

To sign up online for online delivery go to www.myservices.equifax.com/patrol

Note: You MUST register using the above link

1. Register: Complete the form with your contact information (name, gender, address, date of birth, Social Security Number and telephone number) and click the “Continue” button. Complete the form with your email address, create a User Name and Password, enter the Promotion Code that is at the top of the first page of this letter in the “Promotion Code” box. The Promotion Code eliminates the need to provide a credit card number for payment. Then click the “Accept Terms & Continue” button. All of the information that you enter is in a secured environment.
2. Verify ID: The system will then ask you to answer up to four security questions. The questions and answers support the Equifax Identity Verification Process. Please answer the questions and then click the “Submit Order” button.
3. Order Confirmation: This page shows you your order. Please click the “View my Product” button to access the product features.

To sign up for US Mail delivery, 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 provided at the top of your letter.

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). Please allow up to 10 business days to receive this information.

Directions for placing a Fraud Alert

A fraud alert is a consumer statement added to your credit report. This statement alerts creditors of possible fraudulent activity within your report as well as requests that they contact you prior to establishing any accounts in your name. Once the fraud alert is added to your credit report, all creditors should contact you prior to establishing any account in your name. To place a 90 day fraud alert on your credit file, log into the Equifax Member Center and click on the fraud alert tab, visit www.fraudalerts.equifax.com or call our auto fraud line at 1-877-478-7625, and follow the simple prompts. Once the fraud alert has been placed with Equifax, a notification will be sent to the other two credit reporting agencies, Experian and Trans Union, on your behalf. Fraud alerts last 90 days unless you manually renew it or use the automatic fraud alert feature within your Credit Watch subscription.

* * *

There are also actions you can take to help protect against the potential misuse of your personal information such as:

- Thoroughly review all of your 401K account statements and transaction confirmations.
- Review any solicitations you receive in the near future.
- Closely monitor all of your personal accounts (*e.g.*, checking and savings, credit cards, etc.) to make sure there is no unauthorized activity.
- Read information available at <http://www.ftc.gov/bcp/edu/microsites/idtheft/> to protect yourself against identity theft.
- Be vigilant if you receive a call from someone who claims to represent our company, or Milliman. If you have any doubts about the caller, hang up and call me to verify the validity of the call.

AdvancePierre Foods is committed to helping you address your situation and to pursuing corrective actions.

Sincerely,

Laura Peterson
AdvancePierre Foods