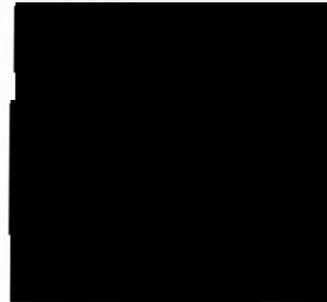


**BakerHostetler**

Baker & Hostetler LLP



STATE OF NH  
DEPT OF JUSTICE

10:22

December 17, 2014

**VIA OVERNIGHT DELIVERY**

Office of the Attorney General  
33 Capitol Street  
Concord, NH 03301  
Attn: Attorney General Joseph Foster

*Re: Incident Notification*

Dear Attorney General Foster:

Our client, Ascena Retail Group, Inc. ("Ascena"), understands the importance of the confidentiality and security of our employees' personal information. We are writing to inform you about an incident related to some of that information.

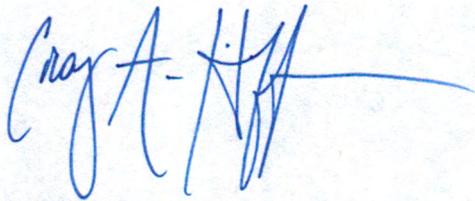
On November 13, 2014, Ascena was notified by its payroll and benefits service provider, ADP, that an error in ADP's system allowed a different client of ADP to view limited information about a small number of Ascena's employees. The error occurred when a different ADP client ran a report seeking information about their employees but the report generated by ADP's system included information about other ADP clients as well. The report only listed individuals' company e-mail addresses and Social Security numbers. The report did not include the individuals' full names [REDACTED] addresses or any other personal information. ADP informed Ascena that the report was run by a human resources professional, who immediately notified ADP of the issue. ADP then obtained written confirmation from that human resources professional that the report was securely deleted and was not used, copied or shared.

Atlanta Chicago Cincinnati Cleveland Columbus Costa Mesa Denver  
Houston Los Angeles New York Orlando Philadelphia Seattle Washington, DC

Ascena is notifying all employees who were included in the list. ADP provided a phone number for affected individuals to call to obtain a complimentary one-year membership to a credit monitoring service.

ADP has assured Ascena that they corrected the report generation error. A copy of the notification letter that Ascena is sending to its employees is attached. Ascena is notifying one New Hampshire resident of this incident. Please do not hesitate to contact me if you have any questions.

Sincerely,

A handwritten signature in blue ink, appearing to read "Craig A. Hoffman", with a long horizontal flourish extending to the right.

Craig A. Hoffman

Enclosure



December 17, 2014

Employee First Name, Employee Last Name  
Address Line 1  
Address Line 2

Dear Employee First Name,

Ascena Retail Group, Inc. understands the importance of the confidentiality and security of our employees' personal information. Regrettably, we are writing to inform you about an incident related to some of that personal information.

On November 13, 2014, we were notified by our payroll and benefits service provider, ADP, that an error in their system allowed a different client of ADP to view limited information about a small number of Ascena employees. ADP informed us that the error occurred when a different ADP client ran a report seeking information about their employees but the report generated by ADP's system included information about other ADP clients as well. They also stated that the report listed only your e-mail address and Social Security number. Almost all of the listed e-mail addresses were company-issued accounts and most of the addresses either did not contain a name (e.g., [55555@dressbarn.com](mailto:55555@dressbarn.com)) or full name (e.g., [jsmith@maurices.com](mailto:jsmith@maurices.com)). They confirmed that the report did not include any other personal information. ADP informed us that the report was run by a human resources professional, who immediately notified ADP of the issue. ADP then obtained written confirmation from that human resources professional that the report was securely deleted and was not used, copied or shared.

We have no reason to believe that any of the information has been used improperly. However, out of an abundance of caution, we wanted to notify you and provide more information about steps you can take to protect yourself. Also, ADP is offering a complimentary one-year credit monitoring product to help detect any possible misuse of your personal information. **If you would like to receive the complimentary one-year credit monitoring product, please contact ADP's helpdesk at (866) 292-1714 and they will send you an enrollment packet.**

Even if you choose not to take advantage of the free credit monitoring product, 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](http://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](http://www.equifax.com)  
1-800-525-6285

Experian  
PO Box 9554  
Allen, TX 75013  
[www.experian.com](http://www.experian.com)  
1-888-397-3742

TransUnion  
PO Box 10  
Woodlyn, PA 19094  
[www.transunion.com](http://www.transunion.com)  
1-800-680-7289

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/idtheft](http://www.ftc.gov/idtheft)  
1-877-438-4338

We deeply regret any inconvenience this incident may cause. ADP has identified the system error that allowed this incident to happen and corrected it. If you have any questions please call us at the AscenaASSIST center, 1-855-436-7177 between 8a and 5p Central Time, Monday through Friday, except holidays.

Sincerely,

Keli Casey  
Assistant Vice President, HRIS