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May 8, 2007

**VIA FACSIMILE & US MAIL**

Office of the New Hampshire Attorney General  
Consumer Protection and Antitrust Bureau  
New Hampshire Department of Justice  
33 Capitol Street  
Concord, New Hampshire 03301

**Re: Data Security Breach  
Notice Required by N.H. Rev. Stat. 359-C:20(b)**

Dear Sir or Madam:

We are writing on behalf of our client, Carus Publishing Company ("Carus") to notify your office that Carus has experienced a breach of private customer data that may affect up to fourteen (14) New Hampshire residents. Please consider this letter as the notice required pursuant to the referenced section of the New Hampshire Revised Statutes.

Carus recently learned that hackers broke into its website between early April and early May, 2007, and downloaded various information about its customers including (i) names and addresses, (ii) types of credit card, and (iii) the credit card numbers that the customers used to purchase products from Carus, with expiration date.

Carus provided notice in accordance with the referenced statute to the affected New Hampshire persons on this same date. A form copy of that notice is attached to this letter for your reference.

Since discovering the breach Carus has contacted the FBI as well as VISA, MasterCard, Discover and American Express to report the incident. Carus continues to investigate the incident, including seeking to confirm whether there were any other New Hampshire residents affected. Based on the information available to Carus, the fourteen New Hampshire residents who were contacted today are all of the New Hampshire residents involved.

SUGAR, FRIEDBERG & FELSENTHAL LLP

Office of the New Hampshire Attorney General ATTORNEYS AT LAW

May 8, 2007

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Please contact me if you have any questions with respect to this letter.

Very truly yours,

SUGAR, FRIEDBERG & FELSENTHAL LLP



Etahn M. Cohen

EMC:aja  
Enclosure

cc: Carus Publishing Company (w/out encl.)

[Carus Publishing letterhead]

May \_\_, 2006

Dear Valued Customer:

Carus Publishing takes very seriously its responsibilities to safeguard your personal financial information. Unfortunately, we have recently learned that hackers broke into our website between early April and early May, 2007, and downloaded various information about you including (i) your name and address, (ii) the type of credit card, and (iii) the credit card number that you used to purchase a product from Cricket Magazines, Cobblestone Publishing or Cricket Books with expiration date. The card affected was a <<CARD TYPE>> card, with a number ending in <<XXXX>>.

Please accept my sincere apology for what has occurred. Although we do not have any indication that your information has been, or will be, used inappropriately, we are obligated to warn you that such misuse could occur. You should therefore **immediately contact the issuer of your debit or credit card** (use the toll-free number found on the back of your card) to report this incident.

Since discovering the breach we have contacted the FBI as well as VISA, MasterCard, Discover and American Express to report the incident. We have also begun a full security audit of our files, and have taken steps to alter our website to ensure that this type of incident will not happen again.

I also wanted to share some additional steps we recommend that you take to help protect your personal information:

- Protect yourself from the possibility of identity theft, by immediately contacting the issuer of the credit card that you used to make your purchase from us and close your account. Tell them that your account may have been compromised. If you want to open a new account, ask your credit card issuer to give you a PIN or a password. This will help control access to your account.
- Monitor your account statements and credit reports carefully during the next 12 to 24 months to make certain that there have been no unauthorized transactions made or new accounts opened in your name. Contact your financial institution(s) where you do business immediately if you see unauthorized activities or accounts.
- Contact one of the three credit bureau agencies below to request that a fraud alert be added to your personal credit file (the credit bureau will forward the fraud alert to the remaining two credit bureaus automatically). After you make this request,

anyone seeking credit in your name will need to have his or her identity verified. Note that these companies will add the fraud alert for an initial 90 days free, but will charge you for the service thereafter.

Equifax  
(888) 766-0008  
P.O. Box 740241  
Atlanta, GA 30374-0241  
[www.equifax.com](http://www.equifax.com)

Experian  
(888) 397-3742  
P.O. Box 9532  
Allen, TX 75013  
[www.experian.com](http://www.experian.com)

TransUnion  
(800) 680-7289  
Fraud Victim Asst.Division  
P.O. Box 6790  
Fullerton, CA 92834-6790  
[www.transunion.com](http://www.transunion.com)

- Visit the Federal Trade Commission (FTC) Web site at [www.consumer.gov/idtheft](http://www.consumer.gov/idtheft) to review the "Take Charge: Fighting Back Against Identity Theft" brochure. You can also call (877) 438-4338 to request a free copy of the brochure.
- Your state may have an office of privacy protection with more information about identity theft.
- Request a free comprehensive disclosure of all the information in your credit files. Consumers are entitled under federal law to get one free comprehensive disclosure of all the information in their credit files from each of the three national credit bureaus listed on the previous page, once every 12 months. You may request your free annual credit report by visiting [www.AnnualCreditReport.com](http://www.AnnualCreditReport.com) or calling (877) FACTACT. It's always a good practice to periodically obtain your credit report from the credit bureaus and review the information to ensure it is accurate.

While many companies far larger than ours have suffered from this kind of attack, we cannot accept anything that compromises the trust you place in our business. As the President of Carus Publishing Company, I want to assure you that we are continuously exploring our protection of your information and ways to make it more secure. If you want any further assistance please don't hesitate to call Cathy Irving at 1-800-815-2280, ext. 212.

Sincerely,

Jason Patenaude  
President  
Carus Publishing Company