

June 6, 2014

Office of the Attorney General
Attention: Mr. Joseph Foster
33 Capitol Street
Concord, NH 03301

Dear Attorney General for the State of New Hampshire,

I am writing as the attorney for Herbaria, an all natural soap company based out of St. Louis, Missouri. I want to make you aware that my client has recently learned that the system it used to process credit card and debit card transactions for certain purchases made through its website was compromised, which may have resulted in a compromise to credit card or debit card of certain of your State's residents. We believe the date of such compromise started on or after May 1, 2014 and ended on May 16, 2014, when Herbaria became aware of it. We believe that two residents of your State may have been affected by this breach.

We began investigating the incident as soon as we learned of it and we engaged a forensic IT firm to assist us. As a result of this investigation, we believe that this compromise did not occur as a result of Herbaria's systems, rather, it is believed to have occurred through the systems maintained by the website host it had been using. Since learning of this compromise, Herbaria has changed its website hosting company and has taken measures to ensure that future purchases through its site will be secure. We have determined that the information involved in this breach included customer name, customer billing and mailing address, credit or debit card number, and the card's expiration date and CVV.

Herbaria plans to send written notification through first class mail to the affected residents of your State. In this letter, we will be providing: (1) background information about the breach, including the timeframe of the breach; (2) the types of information that may have been compromised; (3) the steps that have been taken to address the breach and to prevent one from occurring again in the future; (4) information, including toll free telephone numbers,

website and mailing addresses of the three credit reporting agencies; (5) information, including the toll free telephone number, website and mailing address of the Federal Trade Commission; (6) information about ordering a free credit report; (7) information about requesting a security any suspected fraud to appropriate financial institutions; (9) a toll free telephone number and e-mail address for affected residents to contact Herbaria with questions; and (10) additional information unique to your State's data breach notification laws. We plan to mail these notices on June 10, 2014.

If you have any questions about this matter, you are welcome to contact me at 314-345-4725. My client regrets this has occurred and is committed to remain vigilant in the future to ensure its customer's personal information is protected.

Yours very truly,



Lucie F. Huger