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April 11, 2014

VIA OVERNIGHT DELIVERY

Office of the Attorney General
33 Capitol Street
Concord, NH 03301
Attn: Attorney General Michael A. Delaney

Re: Incident Notification

Dear Assistant Attorney General Delaney:

Our client, LaCie USA, recognizes the importance of the privacy and confidentiality of the personal information provided by its customers. Regrettably, on March 19, 2014, the FBI informed LaCie, that it found indications that an unauthorized person used malware to gain access to information from customer transactions that were made through LaCie's website. LaCie immediately engaged a leading forensic investigation firm, who is conducting a thorough investigation, and assisting LaCie in implementing additional security measures. Based on the investigation, LaCie believes that transactions made between March 27, 2013 and March 10, 2014 were affected. The information that may have been accessed by the unauthorized person may have included customers' names, addresses, email addresses, and payment card numbers and card expiration dates. Customers' LaCie website user names and passwords could also have been accessed, which is why LaCie required a reset of all passwords.

LaCie is notifying affected individuals regarding the incident. LaCie is also providing a dedicated call center for affected individuals to call with questions regarding the incident.

To prevent this from happening again, LaCie is working with the forensic firm to implement additional security measures.

Commencing on April 11, 2014, LaCie is notifying approximately 114 New Hampshire residents pursuant to New Hampshire statute in substantially the same form as the letter attached hereto.

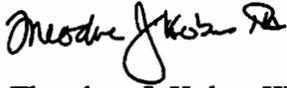
Attorney General Michael A. Delaney

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Please do not hesitate to contact me if you have any questions regarding this matter.

Sincerely,

A handwritten signature in black ink, appearing to read "Theodore J. Kobus III". The signature is written in a cursive style with a large, stylized initial 'T'.

Theodore J. Kobus III

Enclosure



Return mail will be processed by: TBC
 P.O. Box 532
 Fort Mill, SC 29716
 PO #121891A

5 5 00001266 015748



April 11, 2014

Dear

At LaCie USA, we take very seriously the privacy and confidentiality of the personal information provided to us by our customers. Regrettably, we are writing to inform you about an incident involving some of that information.

On March 19, 2014, the FBI informed LaCie USA, that it found indications that an unauthorized person used malware to gain access to information from customer transactions that were made through LaCie's website. We have hired a leading forensic investigation firm, who is conducting a thorough investigation, and assisting us in implementing additional security measures. Based on the investigation, we believe that transactions made between March 27, 2013 and March 10, 2014 were affected, including a transaction you made using a card ending in . The information that may have been accessed by the unauthorized person may include your name, address, email address, and payment card number and card expiration date. Your LaCie website user name and password could also have been accessed, which is why we required a reset of all passwords.

We wanted to let you know about this incident as soon as we could and we are cooperating with federal authorities in their ongoing investigation of this matter. 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 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
 1-800-525-6285

Experian
 PO Box 9554
 Allen, TX 75013
www.experian.com
 1-888-397-3742

TransUnion
 PO Box 6790
 Fullerton, CA 92834
www.transunion.com
 1-800-680-7289

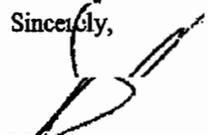
If you believe you are the victim of identity theft or have reason to believe your personal information has been misused, you should immediately contact the Federal Trade Commission and/or the attorney general's office in your home state. You can obtain information from these sources about steps an individual 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
 1-877-438-4338

We regret any inconvenience this may have caused you. To prevent this from happening again, we are working with the forensic firm to implement additional security measures. If you have any questions, or you need further assistance, please call: Monday through Friday between the hours of 9:00 AM and 7:00 PM EDT.

Sincerely,



Philippe Spruch
Chairman of the Board and General Manager of LaCie SA.