

Living Naturally, LLC
6230 University Parkway Suite 301
Sarasota, FL 34240

December 31, 2010

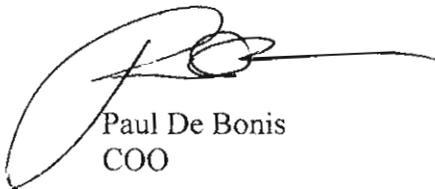
Office of the Attorney General
33 Capitol Street
Concord, NH 03301

RE: SECURITY BREACH NOTIFICATION

We are a service provider that hosts online stores for a number of merchants. We are writing on behalf of the merchants on the attached list, who have authorized us to notify you that we recently discovered that on October 30th, an online attacker gained unauthorized access to the database containing the personal information of some customers of those merchants. The personal information that may have been compromised includes customer names, addresses, and credit card information. A list of the merchants and the corresponding number of New Hampshire residents affected is attached.

Please be assured that we are taking this matter very seriously. We have been working diligently to investigate the unauthorized activity and remediate the method of unauthorized access. We have notified the credit card companies and have provided them with the affected credit card numbers so they can notify the banks that issued the affected credit cards. We have also contacted each of the affected merchants and are working with them to ensure the appropriate notifications are made to affected consumers. An example of the notification letter that is being sent to affected consumers by January 5, 2011 is attached.

Sincerely,



Paul De Bonis
COO

Ret_name	Ret-address1	Ret_city	Ret_state	Ret_postal	Ret_phone	# NH
Debbie's Health Foods-OC	862 Saxon Blvd	Orange City FL		32763	(386) 775-7002	1
GreatVitaminPrices.com	5021 VERDUGO WAY, STE 105-246	CAMARILLO CA		93012	805-987-7246	7
Harvest House	2395 Monument Blvd.	Concord CA		94520	925-676-2305	5
Natural Parity	3801 Old Seward Hwy	Anchorage AK		99503	(907) 770-1444	2
Nature's Approved	17 Hillcrest View	Hartsdale NY		10530	(914) 428-6800	2
Optimal Health Concepts	5021 VERDUGO WAY, STE 105-246	CAMARILLO CA		93012	8059877246	15
The Quantum Center of Excellence USA	4448B Williamson St	Bridgeport MI		48722	989-777-5700 x 3202	1
Westerly Natural Market	913 8th Ave. @ 54th Street	New York NY		10019	212-586-5262	1
TOT						34

<Company>
<Address>
<City>, <State> <Zip>

<Date>

<Customer>
<Address>
<City>, <State>, <Zip>

Dear <Customer>:

We value the relationship we have with you and the trust you have in us. On December 21, 2010, <Company> management was notified that the service provider who hosts our online store had been the victim of an online attack that compromised our customer database. We believe that your personal information, including name, address, phone number, email address, and credit card information, may have been among the information that was compromised. We have taken steps to secure the system to prevent any further compromises.

Please be assured that <Company> is taking this matter very seriously. Our service provider has been working diligently to investigate the incident and remediate the method of unauthorized access. We have also notified the credit card companies and have provided them with the affected credit card numbers so they can notify the banks that issued the affected credit cards.

We want to describe certain steps that you can take to protect yourself against identity theft. First, we have enclosed instructions on how you can contact the three major credit bureaus to place a 90-day fraud alert on your account, inquire about any unusual activity on your accounts, and request a free credit report. We also suggest that you carefully review all bills and account statements you may receive over the next several months, and report any suspicious activity to the financial institution of the account at issue. If you think that your personal information is being improperly used in any manner, you can also contact local law enforcement to file a police report and contact the Federal Trade Commission at 1-877-ID THEFT (877-438-4338).

We value and appreciate your business. We regret this situation and any inconvenience or concern it may cause you. <Company> is committed to maintaining the security and privacy of customer information and takes many precautions for the security of personally identifiable information.

Should you have further questions about this matter, please contact our Customer Care Center, at info@secure-scan.net (888) 320-2570.

Sincerely,

<Name>
<Title>

Contact Information - National Credit Reporting Agencies

Note: if you decide to place a 90-day fraud alert on your account, you only need to contact one of the three credit reporting agencies listed below. Once you have requested an alert with one agency, your request will be automatically sent to the other two agencies. In most cases, the alert will be placed on your credit file with all three agencies within 48 hours.

You may also place a security freeze on your credit report. A security freeze prohibits a credit reporting agency from releasing any information from a consumer's credit report without written authorization. However, please be aware that placing a security freeze on your credit report may delay, interfere with, or prevent the timely approval of any requests you make for new loans, credit mortgages, employment, housing or other services.

The cost for placing a security freeze varies by state, so please call or visit the credit reporting agencies' websites to find that information for your state. To place a security freeze on your credit report, you must send a written request with the following information to **each** of the three major consumer reporting agencies by regular, certified or overnight mail at the addresses listed below.

- Your full name (including middle initial as well as Jr., Sr., II, III, etc.);
- Social Security number;
- Date of birth;

<Company>
<Address>
<City>, <State> <Zip>

- If you have moved in the past five (5) years, the addresses where you lived over the prior five years;
- Proof of current address such as a current utility bill or telephone bill;
- A legible photocopy of a government-issued ID card (state driver's license or ID card, military ID, etc.);
- If you are a victim of identity theft, include a copy of the police report, investigative report, or complaint to a law enforcement agency concerning identity theft.

Equifax	Experian	Trans Union
<p>P.O. Box 740241 Atlanta, GA 30374-0241 www.equifax.com For general info or to request a credit report, call 1-800-685-1111.</p> <p>To place a fraud alert, call 1-800-525-6285 or go to the Equifax Fraud Alert website</p> <p>To place a security freeze, send a written request by regular, certified, or overnight mail to:</p> <p>Equifax Security Freeze P.O. Box 105788 Atlanta, GA 30348</p>	<p>P.O. Box 2002 Allen, TX 75013 www.experian.com For general info, to request a credit report, or to place a fraud alert, call 1-888-397-3742.</p> <p>You can also place a fraud alert through the Experian Fraud Center website.</p> <p>To place a security freeze, send a written request by regular, certified, or overnight mail to:</p> <p>Experian Security Freeze P.O. Box 9554 Allen, TX 75013</p>	<p>P.O. Box 1000 Chester, PA 19022 www.transunion.com For general info or to request a credit report, call 1-800-888-4213.</p> <p>To place a fraud alert, call 1-800-680-7289, or visit the Trans Union Fraud Alert website</p> <p>To place a security freeze, send a written request by regular, certified, or overnight mail to:</p> <p>Trans Union Security Freeze Fraud Victim Assistance Dept. P.O. Box 6790 Fullerton, CA 92834</p>

Iowa Residents: If you are an Iowa resident and suspect you have been a victim of identity theft, you may also contact the Attorney General of Iowa at 1305 E. Walnut St., Des Moines, IA 50319. The phone number is (515) 281-5164 or you can go to the website at www.state.ia.us/government/ag.

Maryland Residents: If you are a Maryland resident, you can obtain more information about identity theft from the Office of the Attorney General of Maryland, 200 St. Paul Place, Baltimore MD 21202. The phone number is (888) 743-0023 or you can go to the website at www.oag.state.md.us.

North Carolina Residents: If you are a North Carolina resident, you can obtain more information about identity theft from the Office of the Attorney General of North Carolina, 9001 Mail Service Center, Raleigh, NC 27699-9001. The phone number is (877) 566-7226, or you can go to the website at www.ncdoj.gov.

Oregon Residents: If you are an Oregon resident and suspect you have been a victim of identity theft, you may also contact your local law enforcement agency or the Attorney General of Oregon at Oregon Department of Justice, 1162 Court Street NE, Salem, OR 97301-4096. The phone number is 1-877-877-9392 or you can go to the website at <http://www.doj.state.or.us/finfraud/idtheft.shtml>.