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Eileen Breslin
Deputy General Counsel

July 7, 2010

Mr. Michael A. Delaney
New Hampshire Attorney General
33 Capitol Street
Concord, NH 03301

Dear Mr. Delaney:

In accordance with N.H. Rev. Stat. Ann. § 359-C:20, I am writing to provide you with notification regarding the nature and circumstances of a recent data security incident.

On June 15, 2010, an email containing the personal information of some current and former NBTY employees and plan participants (such as names, addresses, dates of birth and Social Security numbers) was mistakenly sent to the incorrect recipient. We have no evidence that the information has been misused as a result of this incident.

Approximately two people who may be affected by this incident reside in New Hampshire.

Attached for your information is a sample of the notice NBTY sent to affected individuals on July 2, 2010. If you have any questions, please do not hesitate to contact me.

Very truly yours,

Eileen Breslin

Enclosure



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Deputy General Counsel



John Q. Sample
123 Any Street
Anytown, USA 99999-9999

Notification Letter to Affected Individuals

July 2, 2010

Dear John Q. Sample,

We are writing because we recently became aware of a situation involving the personal information of some current and former NBTY employees and plan participants. On June 15, 2010, an email containing certain personal information (such as names, addresses, dates of birth and Social Security numbers) was mistakenly sent to the incorrect recipient

NBTY takes privacy protection very seriously and we are taking steps to help ensure that this kind of incident does not happen again. While we have no evidence that your personal information has been misused as a result of this incident, we want to call your attention to steps you may take to help protect yourself. We encourage you to remain vigilant and regularly review and monitor your credit reports. You are entitled under U.S. law to one free credit report annually from each of the three national credit bureaus. To order your free credit report, visit www.annualcreditreport.com, or call toll-free 877-322-8228.

We have arranged to provide one year of identity protection under the Debix Identity Protection Network at no cost to you. To receive this service, you must register by September 30, 2010 using the activation code and instructions located in the attached Reference Guide. The Reference Guide also provides details on other steps you may wish to consider, including recommendations by the U.S. Federal Trade Commission on how to help protect yourself against identity theft.

We hope this information is useful to you. If you would like to speak with us, please call (877) 313-1403, 9am – 5pm Central Time, for further information and assistance. Again, we regret any inconvenience this may cause you.

Sincerely,

Eileen Breslin
Deputy General Counsel

Reference Guide

We encourage individuals receiving NBTY's letter dated July 2, 2010 to take the following steps:

Register for Credit Monitoring. To help safeguard you from misuse of your personal information, we recommend that you register before September 30, 2010 for identity protection under the Debix Identity Protection Network, which we have arranged to provide for one year at no cost to you. Debix has indicated that its service includes:

- **OnCall Credit Alerts** – You will receive actionable OnCall Credit Alerts by phone when there are changes in your credit file.
- **OnCall Investigation Team** – Live OnCall investigators will assist you if an issue occurs related to the incident, and will help file cases with law enforcement.
- **OnCall Attack Reports** – This allows NBTY to know if data is being used by identity thieves.
- **\$1 Million Insurance** – This service includes comprehensive identity restoration and \$1 million in identity theft insurance coverage to correct fraud.

From the date that you set up your account, Debix will enroll you in Triple Bureau OnCall Credit Monitoring™ and you will receive OnCall Credit Alerts regarding changes in your credit file. Using your phone, you can review and verify these credit alerts and the Debix OnCall investigators are there to assist you if you suspect fraud. This service also includes \$1 million of identity theft insurance coverage, and one year of enrollment in Debix Fraud Resolution Services, if needed, to assist you in restoring your credit file. You have until September 30, 2010 to register, and this service will be valid for one year from the date you register.

How to Enroll. Debix has a simple internet-based verification and enrollment process. To sign up, go to <http://www.debix.com/safe>. You will need to provide the activation code listed below. Once you have entered your activation code, click on "Sign up now" on the right side of the page and follow the website's instructions. Activation codes are specific to each individual and can be used only once. Please note that, if you enroll online, part of the sign-up process may include receiving a phone call from Debix soon after you initiate the registration process. You have until September 30, 2010 to register.

<u>Complimentary Debix Identity Protection</u>
Activation Code: 9999999
Signup Link: http://www.debix.com/safe
Priority Hotline: (877) 313-1403

If you prefer to register by phone, or if you have questions regarding the NBTY incident, we have set up a special assistance call center staffed with fraud specialists. Representatives are available by calling (877) 313-1403 toll-free, 9am – 5pm, Central Time.

Order Your Free Credit Report. You are entitled under U.S. law to one free credit report annually from each of the three national credit bureaus. To order your free credit report, visit www.annualcreditreport.com, call 877-322-8228 toll-free, or complete the Annual Credit Report Request Form on the U.S. Federal Trade Commission's (FTC's) website at www.ftc.gov and mail it to: Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA 30348-5281. The credit bureaus provide free annual credit reports only through the website, toll-free number or request form.

When you receive your credit report, review it carefully. Look for accounts you did not open. Look in the “inquiries” section for names of creditors from whom you have not requested credit. Some companies bill under names other than their store names. The credit bureau will be able to tell you when that is the case. Look in the “personal information” section for any inaccuracies in your information, such as home address and Social Security number. If you see anything you do not understand, call the credit bureau at the telephone number on the report. Errors in this information may be a warning sign of possible identity theft.

You should notify the credit bureaus of any inaccuracies in your report, whether due to error or fraud, as soon as possible so the information can be investigated and, if found to be in error, corrected. If there are accounts or charges you did not authorize, immediately notify the appropriate credit bureau by telephone and in writing. If you find items you do not understand on your report, call the credit bureau at the number given on the report. Credit bureau staff will review your report with you. If the information cannot be explained, then you will need to call the creditors involved. Information that cannot be explained also should be reported to your local police or sheriff's office because it may signal criminal activity.

U.S. Federal Trade Commission Recommendations. If you detect any unauthorized transactions in your financial account, promptly notify your payment card company or financial institution. If you detect any incident of identity theft or fraud, promptly report the incident to your local law enforcement authorities, your state Attorney General and the FTC. If you believe your identity has been stolen, the FTC recommends that you take these additional steps:

- Close the accounts that you have confirmed or believe have been tampered with or opened fraudulently. Use the FTC's ID Theft Affidavit (available at www.ftc.gov/idtheft) when you dispute new unauthorized accounts.
- File a local police report. Obtain a copy of the police report and submit it to your creditors and any others that may require proof of the identity theft crime.

You can contact the FTC to learn more about how to protect yourself from becoming a victim of identity theft:

Federal Trade Commission
Consumer Response Center
600 Pennsylvania Avenue, NW
Washington, DC 20580
1-877-IDTHEFT (438-4338)
<http://www.ftc.gov/idtheft/>

Place a Fraud Alert on Your Credit File. To protect yourself from possible identity theft, consider placing a fraud alert on your credit file. A fraud alert helps protect you against the possibility of an identity thief opening new credit accounts in your name. When a merchant checks the credit history of someone applying for credit, the merchant gets a notice that the applicant may be the victim of identity theft. The alert notifies the merchant to take steps to verify the identity of the applicant. You can place a fraud alert on your credit report by calling any one of the toll-free fraud numbers provided below. You will reach an automated telephone system that allows you to flag your file with all three credit bureaus.

Equifax	P.O. Box 740241 Atlanta, Georgia 30374-0241	877-478-7625	www.equifax.com
Experian	P.O. Box 9532 Allen, Texas 75013	888-397-3742	www.experian.com

TransUnion Fraud Victim Assistance Division 800-680-7289 www.transunion.com
P.O. Box 6790
Fullerton, California 92834-6790

Place a Security Freeze on Your Credit File. You may wish to place a “security freeze” (also known as a “credit freeze”) on your credit file. A security freeze is designed to prevent potential creditors from accessing your credit report at the three national credit bureaus without your consent. There may be fees for placing, lifting, or removing a security freeze, which generally range from \$5-\$20 per action. *Unlike a fraud alert, you must separately place a security freeze on your credit file at each credit bureau.* Since the instructions for how to establish a security freeze differ from state to state, please contact the three national credit bureaus to find out more information.

Equifax P.O. Box 105788 www.equifax.com
Atlanta, Georgia 30348

Experian P.O. Box 9554 www.experian.com
Allen, Texas 75013

TransUnion Fraud Victim Assistance Division www.transunion.com
P.O. Box 6790
Fullerton, California 92834-6790

The credit bureaus may require that you provide proper identification before honoring your request. For example, they may ask you to provide:

- Your full name with middle initial and generation (such as Jr., Sr., II, III)
- Your Social Security number
- Your date of birth
- Proof of your current residential address (such as a current utility bill)
- Addresses where you have lived over the past five years
- A legible copy of a government-issued identification card (such as a state driver’s license or military ID card)

For Massachusetts Residents. The credit bureaus may charge you a fee of up to \$5 to place a freeze on your account, and may require that you provide proper identification before honoring your request. There is no charge, however, to place, lift or remove a security freeze if you provide the credit bureaus with a valid police report. You have the right to obtain a police report if you are the victim of identity theft.

For North Carolina Residents. You can obtain information from the North Carolina Attorney General’s Office about steps you can take to help prevent identity theft. You can contact the North Carolina Attorney General at:

North Carolina Attorney General’s Office
9001 Mail Service Center
Raleigh, NC 27699-9001
Telephone: 919-716-6400 or 877-566-7226 (toll-free in North Carolina)
www.ncdoj.gov