

# Baker Hostetler

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June 5, 2012

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## PRIVILEGED & CONFIDENTIAL

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

*Re: Incident Notification*

Dear Attorney General Delaney:

On April 2, 2012, our client, Postcard Press, Inc. d/b/a Next Day Flyers ("NDF") discovered an electronic file on its system that was storing transaction information, including the name, address, e-mail address, and credit card information for customers who placed orders through its website between March 23, 2012 and April 2, 2012.

NDF does not know if any unauthorized person accessed this file or how the file was created, but it detected the file near the time an unauthorized person was trying to disrupt traffic to NDF's website. NDF removed the file immediately, and updated its system to guard against a similar event in the future and to prevent transaction information from being copied to a temporary file. However, as a precaution, NDF is notifying all individuals whose personal information was stored on the file and offering them one year of free credit monitoring through Experian.

To prevent this from happening in the future, NDF has conducted a comprehensive internal review of its practices and procedures related to securing the privacy and confidentiality of personal information provided to it and updated its system protections.

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Attorney General Delaney  
June 5, 2012  
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We are notifying approximately 12 New Hampshire residents. Notification is being sent to those residents in substantially the form attached hereto.

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, looping initial 'T'.

Theodore J. Kobus III

rao

Enclosure



18711 South Broadwick Street  
Rancho Dominguez, CA 90220  
www.nextdayflyers.com

June 6, 2012

83917LV1-0123456 T-  
SAMPLE A SAMPLE  
123 ANY ST  
APT ABC  
ANYTOWN, PA 12345



Next Day Flyers is committed to delivering top-quality printed marketing materials to all businesses, no matter their size, with one of the fastest turnaround times in the industry. In connection with best serving our customers, we recognize the importance of, and are highly committed to, securing the privacy and confidentiality of the personal information provided to us. Regrettably, we are writing to inform you of an incident involving that information.

On April 2, 2012, we discovered an electronic file on our system that was storing transaction information, including the name, address, e-mail address, and credit card information for customers who placed orders through our website between March 23, 2012 and April 2, 2012. We do not know if any unauthorized person accessed this file or how the file was created, but we detected the file near the time an unauthorized person was trying to disrupt traffic to our website. We removed the file immediately, and we updated our system to guard against a similar event in the future and prevent transaction information from being copied to a temporary file.

Out of an abundance of caution, we are notifying you of the incident and have arranged for your self-enrollment, in a one-year membership in ProtectMyID™ Alert from Experian. At no cost to you, this will provide comprehensive credit monitoring capabilities and identity-theft insurance. You can enroll in ProtectMyID.com without affecting your credit score. The steps and process for signing up for this service are included with this letter.

Even if you choose not to take advantage of this free credit monitoring service, we recommend that you remain vigilant to the possibility of fraud and identity theft by reviewing your credit report and credit card, bank, and other financial statements for any unauthorized activity. 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](http://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	Experian	TransUnion
PO Box 740256	PO Box 9554	PO Box 6790
Atlanta, GA 30374	Allen, TX 75013	Fullerton, CA 92834
<a href="http://www.equifax.com">www.equifax.com</a>	<a href="http://www.experian.com">www.experian.com</a>	<a href="http://www.transunion.com">www.transunion.com</a>
1-800-525-6285	1-888-397-3742	1-800-680-7289

(over please)



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. Contact information for the Federal Trade Commission is as follows:

Federal Trade Commission  
600 Pennsylvania Avenue, NW  
Washington, DC 20580  
[www.ftc.gov](http://www.ftc.gov)  
1-877-438-4338

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.

We want to assure you that we are committed to the security of your personal information and are taking this matter very seriously. We have conducted a comprehensive internal review of our practices and procedures and updated our system protections to prevent this from happening again. If you have any questions, please call **1-855-770-0005** Monday through Friday between 8:00 a.m. and 5:00 p.m. Eastern Time and enter the reference code **7678053012** when prompted.

Sincerely,



David Handmaker  
Chief Executive Officer

To help protect your identity, we are offering a complimentary one-year membership of Experian's ProtectMyID™ Alert. This product helps detect possible misuse of your personal information and provides you with superior identity protection services focused on immediate identification and resolution of identity theft.

### Activate ProtectMyID Now in Three Easy Steps

1. ENSURE That You Enroll By: August 31, 2012
2. VISIT the ProtectMyID Web Site: [www.protectmyid.com/redeem](http://www.protectmyid.com/redeem) or call 877-371-7902 to enroll
3. PROVIDE Your Activation Code: ABCDEFGHIJKL

Once your ProtectMyID membership is activated, your credit report will be monitored daily for 50 leading indicators of identity theft. You'll receive timely Surveillance Alerts™ from ProtectMyID on any key changes in your credit report, a change of address, or if an Internet Scan detects that your information may have been found in an online forum where compromised credentials are traded or sold.

ProtectMyID provides you with powerful identity protection that will help detect, protect and resolve potential identity theft. In the case that identity theft is detected, ProtectMyID will assign a dedicated U.S.-based Identity Theft Resolution Agent who will walk you through the process of fraud resolution from start to finish for seamless service.

#### Your complimentary 12-month ProtectMyID membership includes:

- **Credit Report:** A free copy of your Experian credit report
- **Surveillance Alerts**
  - **Daily 3 Bureau Credit Monitoring:** Alerts you of suspicious activity including new inquiries, newly opened accounts, delinquencies, or medical collections found on your Experian, Equifax, and TransUnion credit reports
  - **Internet Scan:** Alerts you if your Social Security Number or Credit and/or Debit Card numbers are found on sites where compromised data is found, traded or sold.
  - **Change of Address:** Alerts you of any changes in your mailing address.
- **Identity Theft Resolution:** If you have been a victim of identity theft, you will be assigned a dedicated, U.S.-based Experian Identity Theft Resolution Agent who will walk you through the fraud resolution process, from start to finish.
- **\$1 Million Identity Theft Insurance\*:** As a ProtectMyID member, you are immediately covered by a \$1 Million insurance policy that can help you cover certain costs including, lost wages, private investigator fees, and unauthorized electronic fund transfers.

**Activate your membership today at [www.protectmyid.com/redeem](http://www.protectmyid.com/redeem) or call 877-371-7902 to register with the activation code above.**

Once your enrollment in ProtectMyID is complete, you should carefully review your credit report for inaccurate or suspicious items. If you have any questions about ProtectMyID, need help understanding something on your credit report or suspect that an item on your credit report may be fraudulent, please contact Experian's customer care team at 877-371-7902.

\* Identity theft insurance is underwritten by insurance company subsidiaries or affiliates of Chartis, Inc. The description herein is a summary and intended for informational purposes only and does not include all terms, conditions and exclusions of the policies described. Please refer to the actual policies for terms, conditions, and exclusions of coverage. Coverage may not be available in all jurisdictions. Please see <http://www.experian.com/data-breach/client-terms.html> for full terms and conditions.

