

September 10, 2010

Office of the Attorney General  
Consumer Protection and Antitrust Bureau  
33 Capitol Street  
Concord, New Hampshire 03301

Dear Attorney General Delaney:

I am writing on behalf of SanDiegoFit.com, Inc., to provide notice of a recent data security incident.

SanDiegoFit.com is an online women's apparel website. On August 30, 2010, SanDiegoFit.com experienced a theft, where a computer was stolen from our locked, alarm-protected building. The computer had on it a file, which contained certain personal information of our customers, including their names, addresses, phone numbers and credit card information. The computer was password protected, but the information it contained was not encrypted. The theft was promptly reported to local law enforcement, and they are investigating the incident.

15 New Hampshire residents are potentially affected by this incident. Although SanDiegoFit.com has no evidence of anyone actually accessing or viewing their personal information, we are notifying those residents pursuant to New Hampshire law so that they are aware of the situation and can take appropriate measures to protect themselves should they suspect that someone is improperly using their personal information. A copy of the notice letter is attached for your reference.

Should you have further questions about this matter, please contact Beth Di Angelo or Ellen Herris via phone at

Sincerely,



Julie H. Kim

September 10, 2010

[Customer]  
[Address]  
[Address]

**Important Security and Protection Notification.**  
**Please read this entire letter.**

Dear \_\_\_\_\_:

We are writing to inform you that on, August 30, 2010, a computer containing information about certain SanDiegoFit.com, Inc. customers was stolen from our locked, alarm-protected offices. The computer had on it a file, which, unfortunately, we believe may have contained certain personal information about you, including your name, address, phone number, and in some instances your credit card information. The computer was password protected, but the information it contained was not encrypted. The theft was promptly reported to local law enforcement, and they are investigating the incident.

As of this date, we have received no indication that your information has been or will be misused. Nonetheless, we take this incident seriously and is committed to assuring the security of your data. Out of an abundance of caution, in order to help you detect the possible misuse of your information, we are providing you with a one-year membership for credit monitoring services, at no cost to you through Experian. You have until December 15, 2010 to activate the credit monitoring by using your unique activation code. **Please see the enclosure to learn more about these services and about important enrollment instructions.**

However, even if you choose not to enroll in the free credit monitoring service, we strongly encourage you to remain vigilant and actively monitor your financial accounts and free credit reports that are available to you. You should report any suspected identity theft to us and to appropriate law enforcement officials.

Please be assured that we are taking steps to help prevent a similar occurrence, and we stand ready and willing to help you. Should you have questions or concerns regarding this matter and/or the protections available to you, please do not hesitate to contact Beth Di Angelo or Ellen Hervis via phone at 1-888-257-3348 or e-mail at [customerservice@sandiegofit.com](mailto:customerservice@sandiegofit.com).

Sincerely,

Don Pisarcik  
Owner

## TRIPLE ALERT<sup>SM</sup> CREDIT MONITORING

To help you detect the possible misuse of your personal information, we are providing you with a complimentary 12-month membership in Experian's Triple Alert<sup>SM</sup> credit monitoring product at no cost to you\*. Triple Alert membership will monitor your credit reports at the three national credit reporting companies: Experian, Equifax<sup>®</sup> and TransUnion<sup>®</sup> on a daily basis and notify you of key changes. Triple Alert is a powerful tool that will help you identify potentially fraudulent use of your information.

The complimentary 12-month Triple Alert membership includes:

- Daily monitoring and timely alerts of any key changes to your credit reports - so you know when there is any activity that you should be made aware of such as notification on new inquiries, newly opened accounts, delinquencies, public records or address changes
- Toll-free access to a dedicated team of fraud resolution representatives who will help you investigate each incident; contact credit grantors to dispute charges, close accounts if need be, and compile documents; and contact all relevant government agencies
- \$25,000 in identity theft insurance coverage (\$10,000 for New York state residents) with zero deductible provided by Virginia Surety Company, Inc. for certain identity theft expenses\*

To activate your complimentary one year membership in Triple Alert from Experian, visit the website listed below and enter your individual activation code. If you prefer, you can enroll on the phone by speaking with Experian Customer Care representatives toll-free at 1-(866)-252-0121. Please keep in mind that once activated, your code cannot be re-used for another enrollment.

**Triple Alert Web Site:** <http://partner.consumerinfo.com/triple>

**Your Activation Code:** [Activation Code]

**You Must Enroll By:** December 15, 2010

\* Insurance coverage is not available in US overseas Commonwealth or Territories (i.e. Puerto Rico).