

October 22, 2008

Steven Rowe
Office of the Attorney General
6 State House Station
Augusta, ME 04333

Dear Attorney General Rowe:

We are writing to inform you that on October 10, 2008, Best & Company was notified that our service provider had discovered that it had been the victim of a security breach. Our service provider determined that a hacker gained unauthorized access to a system where Best & Company customer information was stored and obtained access to sensitive customer information, such as name, address, and credit card number. There were five Maine residents affected.

Please be assured that Best & Company is taking this matter very seriously. We have been working diligently with the service provider 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 notified law enforcement officials of the attack and are cooperating with their investigation.

Best & Company plans to send the attached notification letter to the affected customers on October 23, 2008. Please feel free to contact me at (646) 465-5012 if you have any questions.

Sincerely,



Catherine Moellering
President
Best & Company

CONSUMER PROTECTION DIVISION
RECEIVED
OCT 27 2008

OFFICE OF ATTORNEY GENERAL

October 23, 2008

[Customer Name]

[Address]

[City, State, Zip]

Dear [Customer]:

We value the relationship we have with you and the trust you have in us. Unfortunately, we are writing to inform you that our service provider recently notified us that one of its systems had been successfully breached by a hacker. We believe that your personal information, including your name, address, phone number, and credit card information, may have been among the information that was compromised. The service provider took immediate steps to secure the system to prevent any further compromises.

Please be assured that Best & Company is taking this matter very seriously. We have been working diligently with the service provider 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 notified law enforcement officials of the attack and are cooperating with their investigation.

Protecting your privacy and security is of utmost importance to Best & Company. We have arranged with ConsumerInfo.com, Inc., an Experian® company, to provide you with one full year of credit monitoring, at no cost to you. This credit monitoring product, known as Triple AlertSM, will identify and notify you of key changes that are detected on any of your credit reports from the three credit reporting companies: Experian®, Equifax® and TransUnion®. This credit monitoring product is a powerful tool that you can use to help you identify possible fraudulent use of your information. The complimentary 12-month Triple AlertSM membership includes:

- Daily monitoring of your three credit reports at Experian®, Equifax® and TransUnion®;
- Notification alerts if key changes are detected on any of your three credit reports;
- Monthly “No Hit” alerts if there have been no key changes on your credit reports;
- Toll-free access to a dedicated team of Fraud Resolution Representatives if you should detect fraudulent activity on your credit reports or become a victim of identity theft; and
- \$25,000 in identity theft insurance* provided by Virginia Surety Company, Inc. with no deductible.

*Due to New York state law restrictions, identity theft insurance coverage cannot be offered to residents of New York. All other benefits of Triple AlertSM are available to you.

You have ninety (90) days to activate this membership, which will then continue for 12 full months. We encourage you to activate your credit monitoring membership as soon as possible.

To sign up online, please visit [URL] and enter your individual activation code provided below. Please keep in mind that once activated the code cannot be re-used. You will be instructed on how to enroll in your complimentary credit monitoring product. If you sign up online, all credit reports and alerts will be delivered via email.

Your Single Use Credit Monitoring Activation Code: [insert Activation code]

We also recommend that you take certain other steps 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 recommend 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).

Best & Company values and appreciates your business. We sincerely apologize for any inconvenience this may cause you. Please free to contact us at 1-866-608-9009 with any questions you may have regarding this matter.

Sincerely,

Contact Information for Primary Credit Bureaus

Equifax

P.O. Box 740241
Atlanta, GA 30374-0241
www.equifax.com

For general information or to request a credit report, call 1-800-685-1111.
To report fraud call 1-800-525-6285 and write to the same address as above.

Experian

P.O. Box 2002
Allen, TX 75013
www.experian.com

For general information or to request a credit report, call 1-888-EXPERIAN (397-3742).
To report fraud, call the same telephone number as above and write to:

P.O. Box 9530
Allen, TX 75013

Trans Union

P.O. Box 1000
Chester, PA 19022
www.transunion.com

For general information or to request a credit report, call 1-800-888-4213