

RECEIVED
OFF OF THE ATTY GENERAL

Genica Corporation
dba Geeks.com
1890 Ord Way
Oceanside, CA 92056

2009 FEB 18 P 2:15



Office of the Attorney General
Consumer Protection Division
Attn: Hugh Williams
Identity Theft Administrator
200 St. Paul Place, 16th Floor
Baltimore, Maryland 21202

February 16, 2009

Hugh,

The purpose of this letter is to notify you that Genica dba Geeks.com ("Genica") recently discovered on February 9th 2009 that customer information, including credit card information of one resident of the state may have been compromised. It appears that an unauthorized individual may have accessed this information through our eCommerce website by hacking the security features of our site.]

The company's investigation is still ongoing, however, our initial assessment is that this is a small group of data related to the original data breach that we notified to you on January 4th, 2008. We are now in the process of contacting relevant state authorities, including your agency as per state law requirements. We also began preparations for notification to all affected individuals of the data loss.

Attached please find the draft letter that we intend to send to the affected individuals. We plan to transmit such notice shortly. Please contact me right away at the phone number or email address indicated below in the event that you have any questions regarding this matter.

Sincerely,

A handwritten signature in black ink, appearing to be "J. Harken", written over a horizontal line.

Jerry L. Harken
Chief of Security
Genica Corporation
DBA: Geeks.com
Jerryh@genica.com
760-639-4500 X 1237

RECEIVED
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2009 FEB 17 P 1:47

Genica Corporation
dba Geeks.com
1890 Ord Way
Oceanside, CA 92056



February 16, 2009

[Insert address]

[Greeting] [Name],

The purpose of this letter is to notify you that Genica dba Geeks.com ("Genica") recently discovered on December 5, 2007 that customer information, including credit card information, may have been compromised. Following our investigation of the breach, we notified consumers whom we believed were affected. On February 28, 2008 with the help of the United States Secret Service, we identified some additional consumers who appear to have been affected. In particular, it is possible that an unauthorized person may be in possession of your name, address, telephone number, email address, credit card number, expiration date, and card verification number. We are still investigating the details of this incident and have not yet determined the date on which the incident occurred, but it appears that an unauthorized individual may have accessed this information by hacking our eCommerce website.

We take this breach of our data seriously, and we deeply regret that this incident has occurred. We immediately reported this crime to local law enforcement authorities and other federal authorities. We also reported the incident to Visa and Master Card. We have engaged an outside, nationally recognized security firm to determine how this incident occurred and to confirm that information we obtain is protected to the fullest extent reasonably possible.

To protect against possible identity theft or other financial loss, we encourage you to review your credit card account statements and to monitor your credit reports as provided below. To assist you, Genica has taken the following steps:

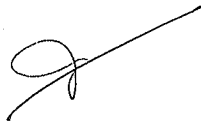
- We have set up a toll-free, call-in number to assist you with questions or concerns you may have related to this incident. All questions should be directed to 1-888-529-6261 or 1-212-560-5108 for non-US recipients.
- We have provided names and contact information for the three major U.S. credit bureaus below. At no charge, you can have the agency place a "fraud alert" on your file that alerts creditors to take additional steps to verify your identity prior to granting credit in your name. This service can make it more difficult for someone to get credit in your name. Note, however, that because it tells creditors to follow certain procedures to protect you, it also may delay your ability to obtain credit while the agency verifies your identity. As soon as one credit bureau confirms your fraud alert, the others are notified to place fraud alerts on your file. Should you wish to place a fraud alert, or should you have any questions regarding your credit report, please contact any one of the agencies listed below.
 - Experian: 888-397-3742; www.experian.com; P.O. Box 9532, Allen, TX 75013
 - Equifax: 800-525-6285; www.equifax.com; P.O. Box 740241, Atlanta, GA 30374-0241
 - TransUnion: 800-680-7289; www.transunion.com; Fraud Victim Assistance Division, P.O. Box 6790, Fullerton, CA 92834-6790
- You are also entitled under U.S. law to one free credit report annually from each of the three major credit bureaus. To order your free credit report, visit www.annualcreditreport.com or call

toll-free (877) 322-8228. For additional information on how to further protect yourself against identity theft, you may wish to visit the web site of the U.S. Federal Trade Commission at www.consumer.gov/idtheft or reach the FTC at 1-877-382-4357 or 600 Pennsylvania Avenue, NW, Washington, DC 20580.

- For Maryland residents, you may wish to visit the website of the Maryland Attorney General at www.oag.state.md.us, or alternatively call 1-888-743-0023 or 1-410-576-6300, or write to 200 St. Paul Place, 16th Floor, Baltimore, MD 21202.

Again, we deeply regret this incident and any inconvenience or concern it may cause you. We are working diligently to investigate and resolve the matter.

Sincerely,

A handwritten signature in black ink, appearing to be "Jerry L. Harken", written over a horizontal line.

Jerry L. Harken
Chief of Security
Genica Corporation
DBA: Geeks.com