



"Bond, Paul"
<pbond@reedsmith.com>
03/04/2008 03:18 PM

To <security_breach_notification@consumer.state.ny.us>
cc
bcc
Subject Report Pursuant to Information Security Breach and
Notification Act

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Thanks,
Paul Bond
609.520.6393

pbond@reedsmith.com

Reed Smith_{LLP}

136 Main Street, Suite 250
Princeton Forrestal Village
Princeton, NJ 08540
T: 609-987-0050
F: 609-951-0824

* * *

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NEW YORK STATE SECURITY BREACH REPORTING FORM
Pursuant to the Information Security Breach and Notification Act
(General Business Law §899-aa; State Technology Law §208)

Name of Entity: LEAF Financial Corporation and its affiliate, Merit Capital Advance, LLC.

Street Address: One Commerce Square, 2005 Market Street, Suite 1500

City: Philadelphia State: PA Zip Code: 19103

Sector (please select one): Local Government State Government Federal Government

Not-for-profit Commercial Educational

Type of Business (please select one): Biotech/Pharm Education Financial Services

Health Care Insurance Retail/Internet Telecom. Transportation

Other _____

Persons Affected: Total: 845

Dates: Breach Occurred: February 1-3, 2008

NY residents: 49

Breach Discovered: February 4, 2008

Consumer Notification: March 4, 2008

Reason for delay, if any, in sending notice: Notice sent promptly following investigation and after ascertaining identities and addresses of persons to receive

Description of Breach (please select all that apply): Hacking incident; Inadvertent disclosure;

Stolen computer, CD, tape, etc; Lost computer, CD, tape, etc; Insider wrongdoing;

other (specify): _____ [Attach additional description if necessary]

Information Acquired (please select all that apply): Name; SSN; Driver's license no.;

Account number; Credit or Debit card number; Other (specify): _____

Manner of Notification to Affected Persons (Attach Copy): Written; Electronic (email);

Telephone; Substitute notice (provide justification). List dates of any previous (within 12 months) breach notifications: None

Credit Monitoring or Other Service Offered: Yes; No; Duration:

Service: _____ Provider: _____

Submitted by: Paul Bond, Esq. Title: Counsel

Firm Name (if other than entity): Reed Smith LLP

Telephone: 609-520-6393 Email: pbond@reedsmith.com

Dated: March 4, 2008

[consumer name and address here]

Recently, a few laptop computers were stolen from LEAF Financial Corporation and its affiliate, Merit Capital Advance, LLC. Information about you, including your name and Social Security Number, may have been contained in information on one or more of those computers. The computers were password protected. We have no reason to believe the theft was targeting any information on the computers, rather than the computers themselves.

LEAF Financial is taking steps to address this incident. Specifically, LEAF Financial has informed law enforcement authorities and undertaken a review of security procedures. However, as always, we advise you to be vigilant by monitoring your financial accounts and checking your credit reports. You can obtain your free credit report by calling Equifax at 1-800-685-1111, Experian at 1-888-397-3742, or TransUnion at 1-800-916-8800.

If you have any questions concerning this incident, you can write to LEAF Financial at One Commerce Square, 2005 Market Street, Suite 1500, Philadelphia, Pennsylvania, 19103 attn. Sheri Herman or call us toll-free at 1-866-206-3113.

Sincerely,
Sheri Herman
Customer Service Manager
LEAF Financial Corporation