

Genica Corporation
dba Geeks.com
1890 OrdWay
Oceanside, CA 92056



New York State Consumer Protection Board:
Security Breach Notification
1740 Broadway, 15th Floor
New York, NY 10019
Fax: 212-459-8855
e-mail: security_breach_notification@consumer.state.ny.us

January 4, 2008

To Whom It May Concern:

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 Visa credit card information of approximately 650 customers in the United States and several international locations may have been compromised. We estimate that the number of affected individuals in your state is 27. The company's investigation is still ongoing, and we do not yet know the specific date of the incident, but it appears that an unauthorized individual may have accessed this information by hacking our eCommerce website.

We have contacted local law enforcement authorities in California and certain federal authorities, and 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.

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

NEW YORK STATE
CONSUMER PROTECTION BOARD
OFFICE OF THE ATTORNEY GENERAL

RECEIVED



1890 ORD WAY OCEANSIDE, CA 92056
(760) 726-7928 Fax (760) 758-4521

FACSIMILE TRANSMITTAL

To: New York State Consumer Protection Bard (CPB) SECURITY BREACH NOTIFICATION	Fax: 212-459-8855 Phone:
From: Jerry L. Harken Director of Human Resources	Date: January 14, 2008
Re: Breach Reporting form	Pages: 2
<input type="checkbox"/> Urgent <input type="checkbox"/> For Review <input type="checkbox"/> Please Comment <input type="checkbox"/> Please Reply	

Please see attached.

This facsimile, together with any attachments, is intended only for the use of the individual or entity to which it is addressed and may contain confidential or privileged information. If you think you have received this facsimile in error, please advise the sender and then destroy this facsimile and any attachments immediately.

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: Genica Corporation
Street Address: 1890 Ord Way
City: Oceanside State: CA Zip Code: 92056

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: 648 Dates: Breach Occurred: UNKNOWN
NY residents: 27 Breach Discovered: 12/5/2007
Consumer Notification: 1/4/2008

Reason for delay, if any, in sending notice: ALLOW TIME FOR LAW ENFORCEMENT INVESTIGATION/FORENSIC AUDIT TO DETERMINE NATURE & EXTENT OF BREACH.

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): ADDRESS, TELEPHONE NUMBER, email address

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: NA

Credit Monitoring or Other Service Offered: Yes; No, Duration: 1 YEAR
Service: TRIPLE ADVANTAGE CREDIT MONITORING Provider: EXPERIAN

Submitted by: Jerry L. Harken Title: Chief of Security
Firm Name (if other than entity): _____
Telephone: (760) 726-7928 x237 Email: jerryh@genica.com

Dated: 1/14/2008