



June 10, 2008

New York State Consumer Protection Board
1740 Broadway, 15th Floor
New York, NY

RE: Security Breach at DenteMax

To whom it may concern:

DenteMax recently became aware that dental provider information was compromised by a former employee. DenteMax is actively taking steps to remedy the situation.

Two of the 21 dentists most likely impacted by the breach are residents of New York. We are notifying these dentists of the incident and offering them one year of credit protection through LifeLock at no cost to the dentist. A copy of the letter is attached.

Let me stress that DenteMax is committed to ensuring that all personal information is kept secure and will continue to monitor our safeguards, and make enhancements in security to alleviate future occurrences of this nature. If you have any questions regarding this matter, please contact Kathy Larkin, DenteMax compliance manager, at 248-327-9276.

Sincerely,

A handwritten signature in blue ink, appearing to read "Rick V. Morrone", is written over the word "Sincerely,".

Rick V. Morrone
President and CEO

RVM:mkl

Attachment



June 10, 2008

Dr. [First name, last name]
[Address]
[City, State, ZIP]

Dear Dr. [Last name]

We recently discovered that protected information about you was stolen by a former DenteMax employee. The employee had access to your name, address, Social Security Number, driver's license number, date of birth and tax identification number and attempted to open a credit card account with your information. All opened accounts have been closed and the 21 impacted dentists are being contacted.

We understand the sensitivity of this data and want to notify you of this situation. The employee has been terminated and the case is in the hands of law enforcement authorities.

To safeguard your personal information, we are offering you identity theft protection services through LifeLock. LifeLock works with the three major credit bureaus so you will be contacted every time an application is made for credit before it takes place.

You can activate your coverage through July 18, 2008, and DenteMax will cover the cost for one year. To sign up online, go to lifelock.com.

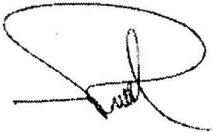
1. Click on *Enroll Now*, enter **Dentemax** in the Promotion code box and click on *Apply*.
2. Answer the questions about yourself and create your password.
3. Enter this code where your Membership number is required: [xxxxx].

If you would like to sign up by phone, call 877-LifeLock (543-3562). LifeLock representatives are available 24 hours a day. You will need the Promotion code and Membership number provided above. To ensure confidentiality of the information between you and LifeLock, it is important that you sign up directly rather than having us do so on your behalf.

Please accept my apology on behalf of DenteMax. I deeply regret that this occurred and any inconvenience it may cause you. DenteMax takes the security of information about our 40,000 network dentists seriously, and we make every effort to protect you. We are reviewing our processes, policies and the safeguards we have in place and will make

changes as necessary to ensure this does not happen again. If you have any questions, please call 800-752-1547, extension 113, and ask for Quincy Glass.

Sincerely,

A handwritten signature in black ink, appearing to read "Rick V. Morrone". The signature is stylized with a large, looping initial "R" and a horizontal line extending to the left.

Rick V. Morrone
President and CEO