



March 26, 2008

[via certified mail, return receipt requested]

Office of Attorney General Martha Coakley
One Ashburton Place
Boston, MA 02108

Office of Consumer Affairs and Business Regulation
Ten Park Plaza, Suite 5170
Boston, MA 02116

To Whom It May Concern:

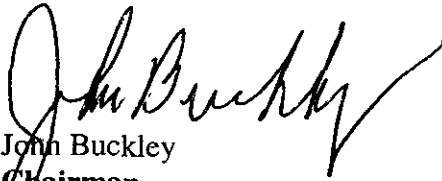
I am writing to notify you that on March 20, 2008, Eastern Sales and Marketing New England ("ESMNE") learned that it inadvertently disclosed to one of its former employees the name, bank identification number and bank account number of 137 of current and former employees. ESMNE believes that 69 of these 137 affected employees are Massachusetts residents. As you are aware, under these circumstances, Massachusetts law requires notice to the Massachusetts Attorney General and Director of Consumer Affairs and Business regulation.

On March 13, 2008, ESMNE sent a letter to a former employee regarding funds (totaling \$985.44) that it erroneously deposited into her account during her employment with the company. The funds should have been deposited into another employee's account as reimbursement for his business expenses. ESMNE has reimbursed that other employee, but would like the former employee to return the money she received in error. ESMNE enclosed with the March 13th letter documents verifying that the money was deposited in error. Unfortunately, ESMNE failed to redact from those documents information related to other employees. That information included the employees' names, bank identification numbers and bank account numbers. The employee who received the inadvertent disclosure returned the documents to ESMNE and stated that she does not want any of the inadvertently disclosed information in her possession.

ESMNE has sent notices to all of the affected Massachusetts residents. The notices describe: (i) the general nature of the inadvertent disclosure, (ii) the type of personal information that was inadvertently disclosed, (iii) contact information of the individual at ESMNE who can provide additional information as necessary, (iv) advice to individuals that they should consider placing a fraud alert and/or security freeze on their credit reports, and (v) the process to be followed to request a fraud alert/security freeze and the associated fees. We have enclosed for your review a copy of the notice sent to current and former employees.

If you have any questions or need further information regarding this matter, please do not hesitate to contact me at 781-314-7152.

Sincerely,

A handwritten signature in black ink, appearing to read "John Buckley". The signature is fluid and cursive, with a long horizontal stroke at the end.

John Buckley
Chairman



Eastern Sales & Marketing
NEW ENGLAND

SAMPLE OF LETTER SENT TO EMPLOYEES

[insert date]

[via certified mail, return receipt requested]

[insert employee's name]

[insert employee's address]

Dear: [insert employee's first name]:

I am writing to notify you that on March 20, 2008, Eastern Sales and Marketing New England ("ESMNE") learned that it inadvertently disclosed to one of its former employees your name, bank identification number and bank account number. We apologize that this has occurred, and are aware how important your personal information is to you. We have no reason to believe that your information has been misused. In fact, the former employee to whom ESMNE accidentally disclosed the information returned all of the information to us and informed us that she does not want the information in her possession. Nevertheless, we want to inform you of the situation and suggest some steps you may want to consider to protect yourself.

We take seriously our commitment to safeguarding confidential information entrusted to us by our employees, such as your personal information. Rest assured that we are carefully reviewing this matter and taking measures to ensure that it does not happen again.

You may have heard about recent incidents at other companies in which individuals or groups of individuals have accessed information without authorization for the purpose of stealing such information. In those instances, the individuals/groups committed a crime, as they tried to steal personal identifying information, and police reports were likely filed. Because the matter at hand involves an inadvertent disclosure to one former employee, no crime was committed and no police report was filed.

Nonetheless, there are certain steps you may want to consider to protect yourself. One such step, which will not cost you anything, is to place a 90 day fraud alert on your credit report. This fraud alert can be renewed prior to the expiration of the 90 day period, and there is no cost for the renewal. To place such an alert on your credit report, please contact one of the three credit reporting agencies at the following phone numbers or addresses:

Equifax Information Services LLC
1-800-525-6285
PO Box 105069
Atlanta, GA 30348-5069

Experian fraud division
888-397-3742
P.O. Box 1017
Allen, TX 75013

Trans Union fraud division
800-680-7289
P.O. Box 6790
Fullerton, CA 92634

Please note that if you place a fraud alert on your credit report with one of these three companies, it will notify the other two companies, which will also place such an alert on your report in their files. Again, placing a fraud alert on your credit report for 90 days, or renewing it for successive 90 day periods is free of charge.

You may also want to consider placing a security freeze on your credit report. To place such a freeze on your credit report, please send your name, address, date of birth, social security number, proof of current address (such as utility bill) and payment of applicable fees (listed below) to each of the three credit reporting agencies at the following addresses:

Equifax Security Freeze
P.O. Box 105788
Atlanta, Georgia 30348

Experian Security Freeze
P.O. Box 9554
Allen, TX 75013

TransUnion Fraud Victim Assistance
P.O. Box 6790
Fullerton, CA 92834

Unlike a fraud alert, you must contact each of the three entities listed above to place a security freeze on your credit report, and for most states, there are fees associated with requesting such a freeze. The fees vary depending on the state in which you live:

Connecticut:	\$10
Florida:	\$10 (free if 65 years of age or older)
Maine:	\$10
Massachusetts:	\$5
New Hampshire:	\$10
New Jersey:	Free
New York:	Free (for first freeze, all subsequent freezes are \$5)
Pennsylvania:	\$10 (free if 65 years of age or older)

Rhode Island: \$10 (free if 65 years of age or older)

Please note that there are also fees to lift a security freeze. You may pay a fee by credit card or personal check. The credit agencies do not accept cash through the mail.

If you want to learn more about how to protect yourself from identity theft, please visit www.consumer.gov/idtheft, call the Federal Trade Commission hotline: 1-877-IDTHEFT (438-4338), or contact the credit agencies at the numbers listed above.

Again, we apologize for any inconvenience or concerns the disclosure of your information to one former employee may cause. We are committed to assisting you in protecting yourself. If you have any questions or need additional information, please contact **Cindy Murray at 781-314-7106.**

Sincerely,

John Buckley
Chairman