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FAX TRANSMISSION COVER SHEET

Date: October __, 2009

| Name: | Phone Number: | Facsimile Number: |
|---------------------------------|---------------|-------------------|
| Attorney General Janet T. Mills | 207-626-8800 | 207-287-3145 |

Sender: Todd Anderson

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NEW YORK | WASHINGTON

October 19, 2009

BY FACSIMILE

Attorney General Janet T. Mills
6 State House Station
Augusta, ME 04333

Dear Attorney General Mills:

I represent Easybakeware.com, which is based in Milford, CT. This letter is to inform you that Easybakeware has decided to send the attached letter to 63 residents of State of Maine.

Here is a short overview of the key facts:

- Approximately 35 customers nationwide (although no Maine residents) have contacted Easybakeware recently to report unauthorized charges on their credit/debit card from other merchants
- Easybakeware instructed its third party e-commerce service provider/data center (that handles all aspects of Easybakeware's credit/debit card transactions) and an independent internet security consultant to investigate, and they found no evidence of a data breach
- Easybakeware is assisting the FBI in an investigation to which this matter may relate
- Out of an abundance of caution, Easybakeware has decided to notify its customers about these reports of unauthorized access so they can be vigilant and check their statements and credit reports. Easybakeware also is directing its customers to a government website to educate themselves about online consumer protection.
- Easybakeware has instructed its e-commerce service provider to add another level of security, which includes removing the customer database from any network or internet access

Please contact me if you need any further information.

Sincerely,



Todd Anderson

Attachment

118067.1

Easybakeware
85 Furniture Row
Milford, CT 06460

October 15, 2009

Dear Customer:

Approximately 35 of our customers have contacted Easybakeware recently to report unauthorized charges on their credit card from other merchants. Out of concern and an abundance of caution, Easybakeware is sending this letter to notify you of the facts and tell you some steps you can take for your protection.

Easybakeware uses a third-party Microsoft Gold Level Ecommerce Service Provider/Data Center to handle all aspects of its credit/debit card transactions in a secure environment to protect customers' credit and debit card information. Upon hearing reports of unauthorized charges, Easybakeware instructed its third-party Service Provider to investigate whether there was any evidence of a data breach. There was not. Easybakeware also hired an internet security expert to consult with the third-party service provider. This independent expert also found no evidence of a data breach.

Still, we take customers' reports seriously, and those reports suggest some customers' credit card numbers may have been acquired by an unauthorized person. To be as cautious as possible and to serve the best interests of our customers regardless of the circumstances, Easybakeware is doing the following:

- Easybakeware has instructed its third-party service provider to install an additional layer of security on top of its existing systems currently used to protect customer information.
- Easybakeware is working with law enforcement to investigate this situation.
- Easybakeware also wants you to know additional steps you can take to protect yourself:
 - Visit www.annualcreditreport.com or call toll free 1-877-322-8228 if you want to get your one free credit report annually (to which you are entitled by law) from each of the three major credit reporting bureaus
 - As always, check your credit or debit card statements
 - Consider running antivirus and anti-spyware software/scans on your computer. Make sure, however, that any scans are from reputable websites and software firms.
 - Visit www.onguardonline.gov for a very good, easy to understand overview of these topics

Easybakeware values your business and takes data security seriously. Please contact me at this dedicated email box, priority@easybakeware.com, if you have any questions or concerns.

Thank you,

Jackie Haffey

Jackie Haffey
Customer Service
Easybakeware