

John Briesch
President, Card Marketing & Services Company

SONY

Sony Corporation of America
1 Sony Drive
Park Ridge, New Jersey 07656-8003
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June 1, 2009

Massachusetts Attorney General
Martha Coakley
McCormack Building
One Ashburton Place
Boston, MA 02108

Director of Consumer Affairs and Business Regulation
Daniel C. Crane
Ten Park Plaza, Suite 5170
Boston, MA 02116

Dear Ms. Coakley and Mr. Crane:

In accordance with Mass. Gen. Laws ch. 93H (H.B. 4144), the Sony Rewards program, operating through the Sony Card Marketing & Services Company (CMSC), is writing to inform you of a data security incident involving credit card information that occurred at the headquarters for CMSC in Park Ridge, New Jersey.

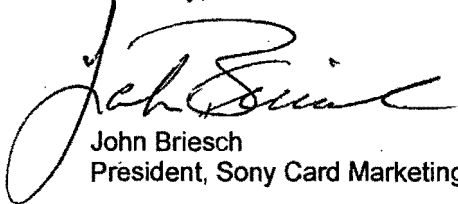
On May 13, 2009, CMSC discovered that unauthorized copies were made of certain credit card numbers, with associated names and expiration dates, and in some cases, emailed to an account outside of the Sony Rewards network without authorization. This incident affected approximately 140 credit cards which belonged to people within your state.

We have conducted a thorough investigation of this incident, and all relevant credit card companies have been notified. At this point, we have no information indicating that any credit card information has actually been used fraudulently.

We will be sending written notification to all individuals whose credit card information was potentially compromised, and offering such individuals the opportunity to enroll in a credit monitoring service for one year without any cost to the individual. We expect to mail these notifications the week of June 1, 2009. A copy of the form of notice to affected individuals is attached for your reference.

If you have any questions or need further information regarding this incident, please do not hesitate to contact me.

Sincerely,



John Briesch
President, Sony Card Marketing & Services Company

Enclosure

John Briesch
President, Card Marketing & Services Company

SONY

Sony Corporation of America
1 Sony Drive
Park Ridge, New Jersey 07656-8003

Date

Name
Address 1
Address 2
City, State, Zip

Dear:

We are writing to inform you that we have uncovered an incident that may have resulted in the unauthorized disclosure of the credit card account number that you used on the Sony Rewards website (www.sonyrewards.com) between February 1, 2009 and April 30, 2009. We have conducted a thorough investigation of this security breach, and all relevant credit card companies have been notified.

While we have no indication that any of your information has actually been misused, because we take the protection of your personal information very seriously, we have arranged for you to receive 12 months of identity protection under the Debix Identity Protection Network at no cost to you. From the date that you set up your account, Debix will place a statement on your credit file asking any potential new creditor to verify your identity before completing the transaction. This service also includes a \$25,000 Identity Theft Insurance Policy, the Debix on-call investigations team to assist you in the event that your information is used fraudulently, and Debix recovery services, if needed, to assist you in restoring your credit file.

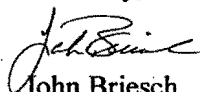
Debix has a simple Internet-based verification and enrollment process. To sign up, go to <http://www.debix.com/safe>. (Please use _____ as the activation code.) Once you have entered your activation code, click on "Sign up now" on the right side of the page and follow the website's instructions. If you do not wish to register over the internet, or have questions regarding this process, the incident or your right to obtain a police report, we have set up a special hotline at 877-579-2262. If you wish to register via the U.S. Postal Service, we have included a mail-in registration form. **You have 90 days from the date of this letter to register.**

Debix's service will be valid for one year from the date you register for it. If you have questions about Debix or its coverage, please contact them directly at 866-979-2595. Their support is available Monday to Friday, 9 am CST to 5 pm CST.

Furthermore, we encourage you to diligently review your account statements and to monitor your credit report to protect against credit card fraud. If you notice unauthorized charges on your credit card statement, contact your credit card issuer immediately about the charges in question. In the event that you ever suspect that you are a victim of identity theft, you should report the incident to local law enforcement or the attorney general of your state, and consider other actions as described in the attached reference guide.

We apologize for any inconvenience this may cause you.

Sincerely,



John Briesch
President, Sony Card Marketing & Services Company

Reference Guide

In the event that you ever suspect that you are a victim of identity theft, we encourage you to consider taking the following steps:

Order Your Free Credit Report. To order your free credit report, visit www.annualcreditreport.com, call toll-free at 877-322-8228, or complete the Annual Credit Report Request Form on the U.S. Federal Trade Commission's website at www.ftc.gov and mail it to Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA 30348-5281. Do not contact the three credit bureaus individually. They provide free annual credit reports only through the website or toll-free number.

When you receive your credit report, review the entire report carefully. Look for any inaccuracies and/or accounts you don't recognize, and notify the credit bureaus as soon as possible in the event there are any.

Place a Fraud Alert on Your Credit File, or Signup For Debix and They Will Do It For You. To protect yourself from possible identity theft, consider placing a fraud alert on your credit file. A fraud alert helps protect you against the possibility of an identity thief opening new credit accounts in your name. When a merchant checks the credit history of someone applying for credit, the merchant gets a notice that the applicant may be a victim of identity theft. The alert notifies the merchant to take steps to verify the identity of the applicant. You can report potential identity theft to all three of the major credit bureaus by calling any one of the toll-free fraud numbers below. You will reach an automated telephone system that allows you to flag your file with a fraud alert at all three bureaus.

Please note that if you sign up with Debix, you DO NOT need to place a fraud alert on your credit file. Debix has already done this for you.

Equifax	P.O. Box 740241 Atlanta, Georgia 30374-0241	877-478-7625	www.equifax.com
Experian	P.O. Box 9532 Allen, Texas 75013	888-397-3742	www.experian.com
TransUnion	Fraud Victim Assistance Division P.O. Box 6790 Fullerton, California 92834-6790	800-680-7289	www.transunion.com

Place a Security Freeze on Your Credit File. You may wish to place a "security freeze" on your credit file. A security freeze generally will prevent creditors from accessing your credit file at the three nationwide credit bureaus without your consent. You can request a security freeze by contacting the credit bureaus at:

Equifax	P.O. Box 105788 Atlanta, Georgia 30348	www.equifax.com
Experian	P.O. Box 9554 Allen, Texas 75013	www.experian.com
TransUnion	Fraud Victim Assistance Division P.O. Box 6790 Fullerton, California 92834-6790	www.transunion.com

The credit bureaus may charge a reasonable fee to place a freeze on your account, and may require that you provide proper identification prior to honoring your request.

Please note that placing a security freeze on your credit file may cause a disruption of the Debix service.

Contact the U.S. Federal Trade Commission. If you detect any incident of identity theft or fraud, promptly report the incident to your local law enforcement authorities, your state Attorney General and the Federal Trade Commission ("FTC"). If you believe your identity has been stolen, the FTC recommends that you take these additional steps:

- Close the accounts that you have confirmed or believe have been tampered with or opened fraudulently. Use the FTC's ID Theft Affidavit (available at www.ftc.gov/idtheft) when you dispute new unauthorized accounts.
- File a local police report. Obtain a copy of the police report and submit it to your creditors and any others that may require proof of the identity theft crime.

You can learn more about how to protect yourself from becoming an identity theft victim of by contacting the FTC:

Federal Trade Commission
Consumer Response Center
600 Pennsylvania Avenue, NW
Washington, DC 20580
1-877-IDTHEFT (438-4338)

For Maryland Residents. You can obtain information from the Maryland Office of the Attorney General about steps you can take to help prevent identity theft. You can contact the Maryland Attorney General at:

Maryland Office of the Attorney General
Consumer Protection Division
200 St. Paul Place
Baltimore, MD 21202
888-743-0023, www.oag.state.md.us

Choy-Seymour, Shannon

From: Laurent, Kathleen [Kathleen.Laurent@am.sony.com]
Sent: Tuesday, June 30, 2009 10:38 AM
To: Choy-Seymour, Shannon (AGO)
Subject: Sony Supplemental Breach Notification
Attachments: Breach Notification - Supplemental Mass (6-09)doc (2).pdf; MA Breach Notification Attachment.pdf

Attached for your review is the supplemental breach notification letter we are planning to send to affected residents of Massachusetts (along with the original letter which we plan to attach). I believe this adequately covers the issues you raised regarding our original notification in your letter to John Briesch. Please let me know if you have any questions or comments. We appreciate your assistance in this regard.

Kathleen.

*Kathleen S. Laurent
Ethics, Compliance & Privacy Officer
Sony Electronics Inc.
1 Sony Drive - MD# 1E4
Park Ridge, NJ 07656
201-930-6455 (ph)
201-930-6165 (fax)*

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6/30/2009

DRAFT SUPPLEMENTAL LETTER TO AFFECTED MASSACHUSETTS RESIDENTS

Date

Consumer Name

Address

City, MA

Dear _____:

We are writing to you as a follow-up to our letter dated ____, 2009 (see attached). In that letter, we advised you of an incident that may have resulted in the unauthorized disclosure of the credit card account number you used on the Sony Rewards website between February 1, 2009 and April 30, 2009. We encouraged you to diligently monitor your credit report and credit card statements, and provided you with information about steps you should take in the event of any unauthorized charges, or in the event that you are ever a victim of identity theft. Hopefully you found that information useful.

Although we still have no indication that any of your personal information has actually been misused, the purpose of this letter is to provide you with some more specific information regarding security freezes.

If you are ever actually a victim of identity theft, and you provide a credit reporting agency with a valid police report, investigative report, or complaint to a law enforcement agency concerning the theft, the credit reporting agency cannot charge you to place, lift or remove a security freeze. In all other cases, a credit reporting agency may charge you up to \$5.00 each to place, temporarily lift, or permanently remove a security freeze.

In order to request a security freeze, you will need to provide the following information to the credit reporting agency:

1. Full name (including middle initial as well as Jr., Sr., II, III, etc.);
2. Social Security Number;
3. Date of birth;
4. If you have moved in the past five (5) years, the addresses where you have lived over the prior five years;
5. Proof of current address such as a current utility bill or telephone bill;
6. A legible photocopy of a government issued identification card (state driver's license or ID card, military identification, etc.)
7. If you are a victim of identity theft, include a copy of either the police report, investigative report, or complaint to a law enforcement agency concerning the identity theft;
8. If you are not a victim of identity theft, include payment by check, money order, or credit card (Visa, MasterCard, American Express or Discover only). Do not send cash through the mail.

Again, we apologize for any inconvenience this incident may have caused. As we indicated in our first letter, if you have any questions regarding this incident, we have set up a special hotline at 877-579-2262.

Sincerely,

[Name] [Title]

Original Breach Notification Letter to MA customers

We are writing to inform you that we have uncovered an incident that may have resulted in the unauthorized disclosure of the credit card account number that you used on the Sony Rewards website (www.sonyrewards.com) between February 1, 2009 and April 30, 2009. We have conducted a thorough investigation of this security breach, and all relevant credit card companies have been notified.

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Debix has a simple Internet-based verification and enrollment process. To sign up, go to <http://www.debix.com/safe>. (Please use _____ as the activation code.) Once you have entered your activation code, click on "Sign up now" on the right side of the page and follow the website's instructions. If you do not wish to register over the internet, or have questions regarding this process, the incident or your right to obtain a police report, we have set up a special hotline at 877-579-2262. If you wish to register via the U.S. Postal Service, we have included a mail-in registration form. **You have 90 days from the date of this letter to register.**

Debix's service will be valid for one year from the date you register for it. If you have questions about Debix or its coverage, please contact them directly at 866-979-2595. Their support is available Monday to Friday, 9 am CST to 5 pm CST.

Furthermore, we encourage you to diligently review your account statements and to monitor your credit report to protect against credit card fraud. If you notice unauthorized charges on your credit card statement, contact your credit card issuer immediately about the charges in question. In the event that you ever suspect that you are a victim of identity theft, you should report the incident to local law enforcement or the attorney general of your state, and consider other actions as described in the attached reference guide.

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Experian	P.O. Box 9532 Allen, Texas 75013	888-397-3742	www.experian.com
TransUnion	Fraud Victim Assistance Division P.O. Box 6790 Fullerton, California 92834-6790	800-680-7289	www.transunion.com

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- File a local police report. Obtain a copy of the police report and submit it to your creditors and any others that may require proof of the identity theft crime.

You can learn more about how to protect yourself from becoming an identity theft victim of by contacting the FTC:

Federal Trade Commission
Consumer Response Center
600 Pennsylvania Avenue, NW
Washington, DC 20580
1-877-IDTHEFT (438-4338)

For Maryland Residents. You can obtain information from the Maryland Office of the Attorney General about steps you can take to help prevent identity theft. You can contact the Maryland Attorney General at:

Maryland Office of the Attorney General
Consumer Protection Division
200 St. Paul Place
Baltimore, MD 21202
888-743-0023, www.oag.state.md.us