



March 24th, 2010

Paul Ballyk
HBDirect.com, LLC
P.O. Box 309
Waterbury Center, VT 05677

Maine Attorney General's Office
6 State House Station
Augusta, ME 04333

CONSUMER PROTECTION DIVISION
RECEIVED

MAR 29 2010

OFFICE OF ATTORNEY GENERAL

Notification of Potential Data Breach

As required by Maine law, I am writing to report that I suspect that my company's website was breached and personal information, including addresses, phone numbers and credit card information were subject to theft from the site. I have contacted 21 Maine residents by letter to advise them of our suspicion and have instructed them to monitor their credit cards statement and credit reports. The letters were mailed March 16th through March 18th.

Please confirm receipt of this notification and let me know if you require any additional information.

Sincerely,

HBDirect.com, LLC
by Paul Ballyk
sole member