

CONSUMER PROTECTION DIVISION
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OFFICE OF ATTORNEY GENERAL

March 26, 2010

Office of the Maine Attorney General
6 State House Station
Augusta, ME 04333

To Whom It May Concern:

We are contacting you because we have learned of a potential data security incident that involved the personal information, including the credit card number, of at least 10 residents of Maine. The potential data breaches began as early as August 17, 2009, and were discovered on February 16, 2010, when (i) we contacted a customer whose card was declined, (ii) we received a phone call from a local law enforcement agency in Massachusetts based on a customer's report of an unauthorized credit card charge, and (iii) we received a phone call from a California customer alerting that they had experienced an unauthorized credit card charge. All three contacts reported unauthorized use of credit cards after the cardholder had placed a telephone order for merchandise with InterMedia Outdoors. The actual existence of the breach has not yet been determined, and therefore no cause has been determined. In an exercise of caution, however, we have suspended the use of a third party call center for IMO merchandise orders, have notified representatives of major credit card companies, and are otherwise monitoring telephone orders until we confirm the existence of a data security breach and the cause of such breach.

If you have further questions or concerns, please contact us at: InterMedia Outdoors, 512 7th Ave, 11th floor, NY, NY 10018 or call 1-212-852-6682.

Sincerely,
Peter Watt
Vice President Consumer Marketing
InterMedia Outdoors