

ALDI Inc. Corporate Finance & Administration

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October 1, 2010

**Via Facsimile** (410-576-6566)

Office of the Attorney General  
200 St. Paul Place  
Baltimore, MD 21202

To Whom It May Concern:

In accordance with Md. Code Ann. § 14-3504, I am writing to provide you with notification regarding the nature and circumstances of a recent data security incident.

ALDI Inc. recently learned that, from approximately June 1, 2010 to August 31, 2010, tampered payment card terminals were illegally placed in some ALDI stores, enabling unauthorized individuals to fraudulently obtain payment card information from a limited number of our customers. The tampered terminals were capable of capturing information such as name, card account number and PIN. Approximately 8,000 payment cards of Maryland residents may be affected by this incident.

Attached for your reference is a copy of the substitute notice ALDI will issue. The notice will be available on [www.aldi.us](http://www.aldi.us). If you have any questions, please do not hesitate to contact me at (630) 761-2475.

Very truly yours,

A handwritten signature in black ink, appearing to read "Terry E. Pfortmiller".

Terry E. Pfortmiller  
Vice President, Finance & Administration

Enclosure



## Notice to Our Customers

October 1, 2010

ALDI Inc. recently learned that, from approximately June 1, 2010 to August 31, 2010, tampered payment card terminals were illegally placed in some ALDI stores, enabling unauthorized individuals to fraudulently obtain payment card information from a limited number of our customers. The tampered terminals were capable of capturing information such as name, card account number and PIN. We believe some terminals in a limited number of stores in the following areas may have been impacted:

- Connecticut (limited to greater Hartford area)
- Georgia (limited to greater Atlanta area)
- Illinois (limited to greater Chicago area)
- Indiana (limited to greater Indianapolis area)
- Maryland
- New Jersey
- New York (limited to greater Rochester area and Lower Hudson Valley)
- North Carolina (limited to greater Charlotte and Raleigh areas)
- Pennsylvania (limited to greater Pittsburgh and Philadelphia areas)
- South Carolina (limited to greater Charlotte area)
- Virginia (limited to greater Washington, D.C. area)

The crime was immediately reported to federal law enforcement authorities, we began an investigation, and we conducted a thorough review of all stores nationwide and removed terminals we believe may have been affected. In addition, we ensured that the relevant payment card brands were notified. We also implemented additional security measures to prevent this type of crime from reoccurring.

We take our obligation to safeguard our customers' personal information very seriously and we regret that this incident may affect you. We encourage you to remain vigilant and to carefully review and monitor your debit and payment card account statements, as well as your credit reports. If you believe your payment card was affected, we recommend that you immediately contact your bank or payment card company, and local law enforcement authorities. You are entitled under U.S. law to one free credit report annually from each of the three national credit bureaus. To order your free credit report, call toll-free at (877) 322-8228 or visit [www.annualcreditreport.com](http://www.annualcreditreport.com). The Reference Guide below provides details on these and other steps you may wish to consider, including recommendations by the U.S. Federal Trade Commission on how to further protect your personal information.

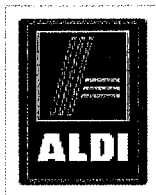
If you have any questions or would like additional information about this situation, please call (877) 412-7152 toll-free, Monday through Friday, between 9 a.m. CDT and 4:30 p.m. CDT.

We sincerely regret any inconvenience this may cause you.

Sincerely,

A handwritten signature in black ink that reads "Terry E. Pfortmiller".

Terry E. Pfortmiller  
Vice President, Finance & Administration



## Reference Guide

We encourage customers who made purchases using payment cards from approximately June 1, 2010 to August 31, 2010 at the ALDI locations listed below to carefully review and monitor their debit and payment card account statements and immediately report any unauthorized activity to their bank or payment card company, and local law enforcement authorities. We believe some terminals in a limited number of stores in the following areas may have been impacted:

- Connecticut (limited to greater Hartford area)
- Georgia (limited to greater Atlanta area)
- Illinois (limited to greater Chicago area)
- Indiana (limited to greater Indianapolis area)
- Maryland
- New Jersey
- New York (limited to greater Rochester area and Lower Hudson Valley)
- North Carolina (limited to greater Charlotte and Raleigh areas)
- Pennsylvania (limited to greater Pittsburgh and Philadelphia areas)
- South Carolina (limited to greater Charlotte area)
- Virginia (limited to greater Washington, D.C. area)

Other steps potentially affected customers might consider are listed below.

**Free Credit Reports.** To order your free credit report, visit [www.annualcreditreport.com](http://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 ("FTC") website at [www.ftc.gov](http://www.ftc.gov) and mail it to Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA 30348-5281. The three national credit bureaus provide free annual credit reports only through the website, toll-free number or request form.

When you receive your credit report, review it carefully. Look for accounts you did not open. Look in the "inquiries" section for names of creditors from whom you haven't requested credit. Some companies bill under names other than their store or commercial names. The credit bureau will be able to tell you when that is the case. Look in the "personal information" section for any inaccuracies in your information (such as home address and Social Security number). If you see anything you do not understand, call the credit bureau at the telephone number on the report. Errors in this information may be a warning sign of possible identity theft. You should notify the credit bureaus of any inaccuracies in your report, whether due to error or fraud, as soon as possible so the information can be investigated and, if found to be in error, corrected. If there are accounts or charges you did not authorize, immediately notify the appropriate credit bureau by telephone and in writing.

If you find items you don't understand on your report, call the credit bureau at the number given on the report. Credit bureau staff will review your report with you. If the information can't be explained, then you will need to call the creditors involved. Information that can't be explained also should be reported to your local police or sheriff's office because it may signal criminal activity.

**U.S. Federal Trade Commission.** If you detect any unauthorized transactions in your financial account, promptly notify your payment card company or financial institution.

In addition, if you detect any incident of identity theft or fraud, promptly report the incident to your local law enforcement authority, your state Attorney General and the 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](http://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 contact the FTC to learn more about how to protect yourself from becoming a victim of identity theft:

Federal Trade Commission  
 Consumer Response Center  
 600 Pennsylvania Avenue, NW  
 Washington, DC 20580  
 1-877-IDTHEFT (438-4338)  
[www.ftc.gov/idtheft/](http://www.ftc.gov/idtheft/)

**Fraud Alerts.** 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 the victim of identity theft. The alert notifies the merchant to take steps to verify the identity of the applicant. You can place a fraud alert on your credit report by calling any one of the toll-free fraud numbers provided below. You will reach an automated telephone system that allows you to flag your file with a fraud alert at all three credit bureaus.

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

**For North Carolina Residents.** You can obtain information from the North Carolina Attorney General's Office about preventing identity theft. You can contact the North Carolina Attorney General at:

North Carolina Attorney General's Office  
 9001 Mail Service Center  
 Raleigh, NC 27699-9001  
 877-566-7226 (toll-free in North Carolina)  
 919-716-6400  
[www.ncdoj.gov](http://www.ncdoj.gov)

**For Maryland Residents.** You can obtain information from the Maryland Office of the Attorney General about steps you can take to avoid 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 (toll-free in Maryland)  
410-576-6300  
[www.oag.state.md.us](http://www.oag.state.md.us)