



February 1, 2008

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

To Whom It May Concern:

It has recently come to our attention that an unauthorized third party has attempted to obtain access to, and may have accessed, the personal information of customers of the MLSGear.com website, including approximately 101 accounts with a registered address in the State of Maine.

Based upon the forensic audit we commissioned upon the request of Visa and MasterCard, our current understanding of this situation is that these third parties used SQL Injection attacks between January and August 2007, and may have obtained names, addresses, credit and debit card information, and MLSGear.com passwords, that had been stored on computer servers operated by a third party service provider. We deeply regret this incident. We have a zero tolerance policy when it comes to protection of our customers' personal information and consequently, we are terminating our relationship with that e-commerce provider. We have also taken immediate steps to further strengthen our already stringent security measures to safeguard the privacy of customer personal and credit information, including purging all passwords.

We are notifying on approximately February 1, 2008, all customers whose information was potentially affected by the above-described activity. I attach a copy of the notice that we are sending to affected Maine customers. In addition, we have arranged for and are offering to all affected customers one year of credit monitoring services and, if necessary, credit restoration with Kroll Background America, Inc., free to the customer.

We have also contacted federal law enforcement, and are currently working with the Federal Bureau of Investigation. Further, we are working with VISA, Mastercard, and Chase Paymentech, our credit card payment processor, on this issue.

Please be assured that MLSGear.com remains committed to ensuring the safety and security of our customers' sensitive personal information. Please feel free to contact me at (212) 875-3784.

Sincerely,

A handwritten signature in black ink that reads "Michael Sapherstein". The signature is written in a cursive style.

Michael Sapherstein
Vice President, Deputy General Counsel
on behalf of MLSGear.com

CONSUMER PROTECTION DIVISION
RECEIVED

FEB 7 2008

OFFICE OF ATTORNEY GENERAL



600 Satellite Blvd | Suwanee, GA 30024

**Urgent Message From MLSGear.com.
Please Open Immediately.**

<FirstName> <MiddleInitial> <LastName> <Suffix>
<Address> (Line 1)
<Address> (Line 2)
<City> <State> <Zip>
<POSTNET BARCODE>

Dear <FirstName> <MiddleInitial> <LastName> <Suffix>,

We are writing to inform you that regrettably, we recently discovered that an unauthorized third party has attempted to obtain access to, and may have accessed, some of MLSGear.com's customers' personal information. This information included names, addresses, credit and debit card information, and MLSGear.com passwords, which had been stored on computer servers operated by a third party service provider.

We sincerely regret this incident. We have a zero tolerance policy when it comes to protection of our customers' personal information and consequently, we are terminating our relationship with that e-commerce provider. We have also taken immediate steps to further strengthen our already stringent security measures to safeguard the privacy of customer personal and credit information, including purging all passwords. You will be prompted to enter a new and different password the next time you make a purchase on the MLSGear.com site.

We are working with law enforcement to investigate the potential unauthorized access of our customers' personal information. We advise you to report any suspected identity theft to law enforcement, as well as the Federal Trade Commission.

We have also engaged Kroll Inc., the world's leading risk consulting company, to provide you with access to its ID TheftSmart™ service at no cost to you. This service includes Continuous Credit Monitoring and Enhanced Identity Theft Restoration for a period of one year. The enclosed materials explain how to register for this service.

ID TheftSmart is one of the most comprehensive programs available to help protect your name and credit against identity theft. We urge you to take the time to read the enclosed materials about the safeguards now available to you. If you have any questions or feel you may have an identity theft issue, please call ID TheftSmart member services at 1-800-588-9839 between 9:00 a.m. and 6:00 p.m. (Eastern Time), Monday through Friday.

It is important that you remain vigilant for incidents of fraud and identity theft by reviewing credit card account statements and monitoring your credit report for unauthorized activity. In addition to the ID TheftSmart service described above, you may obtain a copy of your credit report, free of charge, whether or not you suspect any unauthorized activity on your account, by contacting any one or more of the following national consumer reporting agencies: Experian at (888) 397-3742; TransUnion at (877) 322-8228; and Equifax at (800) 685-1111.

Please be assured that MLSGear.com remains committed to ensuring the safety and security of our customers' sensitive personal information. We appreciate your support and sincerely apologize for this incident.

Sincerely,

Mark Abbott
President, Major League Soccer

For further information, please contact:

MLSGear.com
75 Ninth Avenue
New York, NY 10011
(877) SHOP-MLS (746-7657)
mlsgear@mlsnet.com



<FirstName> <MiddleInitial> <LastName> <Suffix>
Membership Number: <Membership Number>

Member Services: 1-800-588-9839
9:00 a.m. to 6:00 p.m. (Eastern Time), Monday through Friday
If you have questions or feel you may have an identity theft
issue, please call ID TheftSmart member services



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Please detach cards and keep in a convenient place for your reference