



Maple Grove Farms of Vermont

1052 Portland Street
St. Johnsbury, VT 05819

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[Recipient Name]
[Recipient Address 1]
[Recipient Address 2]

December 3, 2013

Dear _____:

On November 16, 2013, B&G Foods North America, Inc. discovered that an unauthorized third party had earlier that day attacked the online e-commerce website associated with our *Maple Grove Farms* brand. We are sending you this letter as a cautionary measure because we believe that certain information about you, which may have included your name, address, telephone number, and credit / debit card number, may have been accessed without authorization.

We regret this incident and immediately upon discovery took the affected website offline, analyzed the scope of the attack, and implemented technical security measures to stop the attack and prevent it from recurring. Nevertheless, we are writing to make you aware of this incident so that you can alert your financial institution to have it cancel and reissue your card or take other appropriate action.

For further information and assistance, please contact B&G Foods toll-free at 1-888-887-3268 between 8:00 a.m. and 4:30 p.m., Eastern Time, Monday through Friday.

Additionally, we have enclosed information on steps you can take to further protect your information.

B&G Foods takes this matter very seriously and deeply regrets any inconvenience or concern that this matter may cause you.

Sincerely,

B&G Foods North America, Inc.

Jordan Greenberg
Vice President

Enclosure

Steps You Can Take To Further Protect Your Information

- **Review Your Account Statements**

As a precautionary measure, we recommend that you review your account statements and credit reports closely. If you detect any suspicious activity on an account, you should promptly notify the financial institution or company with which the account is maintained. You also should promptly report any fraudulent activity or any suspected incidence of identity theft to proper law enforcement authorities, your state attorney general, or the Federal Trade Commission. In some states, you may also obtain a police report regarding this incident.

- **Credit Report Monitoring**

You may obtain a free copy of your credit report from each of the 3 major credit reporting agencies once every 12 months by visiting <http://www.annualcreditreport.com>, calling toll-free 877-322-8228, or by completing an Annual Credit Report Request Form and mailing it to Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA 30348. You can print a copy of the request form at <http://www.consumer.ftc.gov/articles/pdf-0093-annual-report-request-form.pdf>. Or you can elect to purchase a copy of your credit report by contacting one of the three national credit reporting agencies shown below.

Equifax (800) 685-1111 www.equifax.com P.O. Box 740241 Atlanta, GA 30374	Experian (888) 397-3742 www.experian.com 535 Anton Blvd., Suite 100 Costa Mesa, CA 92626	TransUnion (800) 888-4213 www.transunion.com 2 Baldwin Place P.O. Box 1000 Chester, PA 19022
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- **Additional Free Resources on Identity Theft**

You may wish to review the tips provided by the Federal Trade Commission on how to avoid identity theft. For more information, please visit <http://www.ftc.gov/idtheft> or call 1-877-ID-THEFT (877-438-4338).

- **Fraud Alert**

You may consider placing a fraud alert on your credit report. This fraud alert statement informs creditors of possible fraudulent activity within your report and requests that the creditor contact you prior to establishing any accounts in your name. To place a fraud alert on your credit report, contact any of the three credit reporting agencies identified above. Additional information is available at <http://www.annualcreditreport.com>.

- **Security Freeze**

In some U.S. states, you have the right to put a security freeze on your credit file. This will prevent new credit from being opened in your name without the use of a PIN number that is issued to you when you initiate the freeze. A security freeze is designed to prevent potential creditors from accessing your credit report without your consent. As a result, using a security freeze may interfere with or delay your ability to obtain credit. Additionally, if you request a security freeze from a consumer reporting agency there may be a fee up to \$10 to place, lift, or remove the security freeze; however, this fee may be less in certain states (in MA, up to \$5). In order to place a security freeze, you may be required to provide the consumer reporting agency with information that identifies you including your full name, Social Security number, date of birth, current and previous addresses, a copy of your state-issued identification card, a recent utility bill, bank statement, or insurance statement, and, if you are a victim of identity theft, a copy of the police report, investigative report, or complaint to a law enforcement agency. You must separately

place a security freeze on your credit file with each credit reporting agency by sending a written request to:

Equifax Security Freeze P.O. Box 105788 Atlanta, GA 30348	Experian Security Freeze P.O. Box 9554 Allen, TX 75013	TransUnion LLC P.O. Box 2000 Chester, PA 19022-2000
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