



March 29, 2012

BY REGULAR MAIL

Tom Miller
321 E 12th St #18
Des Moines IA 50319-1002

Re: ***Pono Products, Inc/Reuseit.com - Data Breach Notification***

RECEIVED
12 APR -4 AM 11:48
CONSUMER PROTECTION DIV.

Dear Sir or Madam:

Please be advised that reuseit.com, a website owned by Pono Products, Inc., suffered a data breach which affected approximately 7 residents of your State.

The circumstances regarding the breach are described in the attached Data Breach Notice to our affected customers, sent on or about March 29, 2012.

Strenuous attempts were made to file a police report concerning the breach, which the Chicago Police Department refused to accept. We have taken reasonable steps to secure the breach and to safeguard against repeat occurrences.

For additional information, please contact us at:

- intrusionresponse@reuseit.com
- (312) 869-2040, or
- Site Intrusion Response (LP); 116 W Illinois St.; Chicago, IL 60654

If there is anything else we can do to be of assistance, please do not hesitate to let us know.

Sincerely,

Vince Cobb
Owner & President

SECURITY BREACH NOTICE

Dear Valued reuseit.com Customer:

As we progress into the new millennium, in addition to unprecedented technological marvels, innovation of new technologies and methods of communication also offer those with dishonest intent new methods of intrusion into our private affairs or ways of stealing personal information.

Accordingly, we have, as have many e-commerce companies (and indeed all retailers) faced the increasingly difficult battle of keeping our customers' personal and financial information secure from a virtual army of hackers. However, despite having taken industry standard – and strenuous – efforts to secure your personal information, we must unfortunately inform you that your personal data may have been affected by a hacking incident at our website.

In order to avoid encouraging any repeats of this terrible incident, we cannot provide you much detail in this notice. The data breach occurred from August 22 – September 28, 2011 and stemmed from an intruder gaining unauthorized access to our system. They were able to intercept portions of personal information as it was entered into our site. One thousand of our valued customers were affected, and we have taken corrective action to prevent such intrusions from occurring in the future.

The fact that you are receiving this message does not mean that all of the personal information you provided was compromised. The extent to which you were affected may be limited. However, in some cases, the following categories of personal information may have been compromised: login, password, and credit card data.

We care deeply about protecting your personal information, and are extremely sorry to have to provide you this notice. We are pleased to offer you a free credit monitoring service, at our cost, as detailed on the attached Rider. We encourage you to take advantage of this service and to monitor your credit, and your credit card statements, very closely.

For more information regarding what else you can do to protect yourself, please see the attached Rider. You may also contact us at security@reuseit.com.

Thank you for your business, and please accept our sincerest apology for this incident.

Sincerely,

Vincent Cobb
CEO
reuseit.com