

*Ladies
First
Choice*

April 11, 2014

HIPAA BREACH NOTIFICATION LETTER

Dear Customer:

You are receiving this Notice pursuant to the Breach Notification Rule as you have been identified as a potentially affected customer (one prior to January 1, 2013) of Ladies First Choice, Inc. It has come to the attention of Ladies First Choice, Inc. that certain protected information under HIPAA has been taken from Ladies First Choice, Inc. by a former employee and that information is being utilized by the former employee in a competing business enterprise in violation of the law and without our consent or your consent as a customer of Ladies First Choice, Inc.

We are notifying you that we are taking all necessary steps at this time to discover the extent of the material that has been compromised and that we are committed to working with those customers who have come forward to remedy the situation. At this point in time, we do not know of any circumstance which would suggest your credit card or financial information has been compromised and we want to put you at ease in that regard. Specifically, it appears that certain customer files, which include customers' contact information, order history, medical care provider information, and potentially social security and/or Medicare numbers, were taken from the corporate files of Ladies First Choice, Inc. by a former employee who is now utilizing this information for purposes of soliciting orders or making orders for mastectomy related products for a competing business of Ladies First Choice, Inc., either with or without your consent.

At this point in time, Ladies First Choice, Inc. is taking all necessary steps to resolve this matter, including reporting the information it acquires to Medicare and the Department of Health and Human Services as applicable, working with customers who have had their data compromised in order to investigate the circumstances related to the breach and use of that information and the placement of orders without customer consent and filing complaints with Medicare and the licensing authorities in respect of the individual and company who we suspect has taken this information without the consent of Ladies First Choice, Inc.

Additionally, Ladies First Choice, Inc. is preparing a lawsuit to be filed against the individual and company who took this information to seek an injunction to require the return of this information and to ask the Court to compel the individual and the company to not only return the information, but to also expunge that information so that it is not misused again in the future.

If you have any questions regarding any of the activity that has occurred or is being taken by Ladies First Choice, Inc. or suspect your private medical information has been used for an unauthorized purchase of medical supplies, we would ask that you please contact us so that we may answer any questions that you may have. Please understand that Ladies First Choice, Inc. values its clients and protects the privacy and patient records of its customers and is taking all necessary measures at this time in order to correct this breach. You may contact 1-888-301-4404 if you want to inquire further about this breach or the steps we are taking to correct it.

Ladies First Choice, Inc.
18746 U.S. Highway 19 N., Clearwater, FL 33764 (727) 535-4446

Mastectomy Prosthesis & Surgical Bras