

TIFFANY & CO.

727 FIFTH AVENUE
NEW YORK, NEW YORK 10022
212 755 8000

April 16, 2010
VIA OVERNIGHT MAIL

Office of the Attorney General of Maryland
200 St. Paul Place
Baltimore, MD 21202
Attn: Attorney General Gansler

Re: Tiffany and Company: Security Breach Notification

Dear Attorney General Gansler,

We are writing to notify you of a potential security breach involving personal information involving two (2) Maryland residents.

NATURE OF THE SECURITY BREACH OR UNAUTHORIZED ACCESS

It has recently come to Tiffany and Company's attention that a package containing hard-copies of customer sales checks from one of the Tiffany & Co. Wall Street, New York store transactions on January 16, 2010; January 21, 2010; February 17, 2010 or February 18, 2010, which included customer credit card numbers, may have been misplaced or lost during a routine transfer to the Tiffany and Company sales audit department. This incident did not involve any electronic or computerized data.

Tiffany and Company management was notified of the incident on April 1, 2010 and immediately took steps to try and trace and identify the location of the sales checks involved. Although Tiffany and Company's records indicate that the packages containing the subject sales checks arrived at the appropriate Tiffany and Company facilities, the company has been unable to locate them therein.

Notwithstanding, Tiffany and Company has no indication or reason to believe that the customers' credit card information has been acquired by an unauthorized third party or exposed to unauthorized access or compromise.

In accordance with responsible practices, Tiffany and Company has deemed it appropriate to notify all affected customers about this event without unreasonable delay. Written notification was sent to the two below-referenced affected Maryland residents on April 16, 2010 via the Sample Customer Notification Form attached hereto. Although Tiffany and Company has no evidence to indicate that the subject sales checks were viewed by any third party, we recommended to each notified customer, at his or her discretion, to take further action to notify his or her credit card providers and credit reporting agencies of this event.

NUMBER OF MARYLAND RESIDENTS AFFECTED

Two (2) Maryland residents have been affected by the aforementioned incident.

STEPS TAKEN BY TIFFANY AND COMPANY RELATING TO THE INCIDENT

On April 16, 2010, Tiffany and Company sent notification of the incident to the affected Maryland residents in the same form and manner as set forth in the attached Sample Customer Notification Form. Tiffany and Company is dedicated to protecting its customers' personal identifiable information and has since taken remedial steps to prevent such similar incidents from occurring. Within thirty days, sales check copies retained by Tiffany and Company will no longer include customers' full credit card numbers; rather such sales checks will only include the last four digits of customers' credit card numbers.

OTHER NOTIFICATION AND CONTACT INFORMATION

Should you have any additional questions or concerns, please contact Tiffany and Company as follows: Carolyn Skawinski, Director – Customer Information Management at 973-889-3140 or Carolyn.Skawinski@Tiffany.com; **OR** Kelly White, Manager of Sales Audit at 973-254-7681 or Kelly.White@Tiffany.com.

Sincerely,
Tiffany and Company

Enclosure: Sample Customer Notification Form

SAMPLE CUSTOMER NOTIFICATION FORM

April 16, 2010
VIA OVERNIGHT MAIL

[INSERT NAME & ADDRESS]

Re: Tiffany and Company information security notification

Dear Customer;

It has recently come to our attention that packages containing your sales check, from one of the Tiffany & Co. Wall Street, New York store transactions on January 16, 2010; January 21, 2010; February 17, 2010 or February 18, 2010, which included your credit card number, may have been misplaced or lost during a routine transfer to the Tiffany and Company sales audit department.

Tiffany and Company management was notified of the incident on April 1, 2010 and immediately took steps to trace and attempt to identify the location of the sales checks involved. Although our records indicate that the packages containing the subject sales checks arrived at the Tiffany and Company facilities, we have been unable to locate them therein.

Notwithstanding, Tiffany and Company has no indication or reason to believe that your credit card information has been acquired by an unauthorized third party or exposed to unauthorized access or compromise.

In accordance with responsible practices, Tiffany and Company has deemed it appropriate to notify you about this event without unreasonable delay. Although we have no evidence to indicate that the copy of your sales check was viewed by any third party, you may, at your discretion, take further action to notify your credit card providers and credit reporting agencies of this event.

Tiffany and Company is dedicated to protecting its customers' personal identifiable information and has since taken remedial steps to prevent such similar incidents from occurring. Within thirty days, sales check copies retained by Tiffany and Company will no longer include customers' full credit card numbers; rather such sales checks will only include the last four digits of customers' credit card numbers.

You should remain vigilant to protect yourself against incidents of fraud and identity theft. We advise that you remain vigilant by reviewing account statements

and monitoring your free credit reports. You may obtain additional information from the following sources about steps you can take to avoid identity theft.

1. Credit Reporting Agencies:

- **Experian** <http://www.experian.com>
1-888-EXPERIAN

- **TransUnion** <http://www.transunion.com>
1-800-680-7289

- **Equifax** <http://www.equifax.com>
1-888-766-0008

2. Federal Trade Commission (FTC)

1-877-438-4338
Federal Trade Commission
Consumer Response Center
600 Pennsylvania Avenue, NW
Washington, DC 20580
<http://www.ftc.gov/>

3. Maryland Attorney General's Office

200 St. Paul Place
Baltimore, MD 21202
1 (888) 743-0023
<http://www.oag.state.md.us/>

Should you have any additional questions or concerns, please contact Tiffany and Company as follows: Carolyn Skawinski, Director – Customer Information Management at 973-889-3140 or Carolyn.Skawinski@Tiffany.com; OR Kelly White, Manager of Sales Audit at 973-254-7681 or Kelly.White@Tiffany.com.

We sincerely apologize for any inconvenience this may have caused and we appreciate your kind understanding.

Sincerely,

Tiffany and Company