

## SAATCHI & SAATCHI

Statement from Saatchi & Saatchi China:

I would like to call to your attention to clarify that the previous LEGO ads posted here did not come from Saatchi & Saatchi China. Lego is not our China client. The creation of these fake ads was purely personal behavior.

Saatchi & Saatchi China ( the company, senior executives, and our creative directors) have never seen nor approved to run these ads. After indepth investigation, two staff have been dismissed today as their irresponsible personal behavior have severely affected our company's professional image. Their illegally using Saatchi & Saatchi's name, and the senior director's name behind those ads without our company's consent is an intolerable act. We, Saatchi & Saatchi, reserve the right to take legal action against these individuals.

Head of HI and Admin,  
Ms. Cherry Yang

Saatchi & Saatchi Guangzhou, China