



Billund, Denmark, October 2006

To whom it may concern

LEGO products inspire creativity and imagination around the world. Not only in our core user group – children - but also increasingly amongst adults of all ages, nationalities and religions.

In recent years, LEGO Elements have developed into a considerable raw material for artists. Some of them make very creative models promoting that our product stands for imagination and endless possibilities. Other people however use our bricks for models that we never can and will support or endorse.

It also regularly occurs that computer manipulation is used to make up pictures containing LEGO elements and trademarks without any association to a physical product of any kind. These pictures are often circulated on the internet. Such pictures are not made by or in any way endorsed by the LEGO Group.

In some cases these pictures can be hurtful, and recently a computer manipulated illustration of the prophet Mohammed using LEGO elements has appeared on the internet. We would like to express our sympathy with anyone who is hurt by this. It is not at all in our interest that people are insulted by illustrations made with LEGO bricks.

We have no information as to who is or might be behind this action. Unfortunately, we have very limited legal possibilities to prevent these people from expressing their views using our products and even our trademark. This goes for religious, political and satirical issues. We are, however, working with the Danish police in this recent specific matter.

We would like to stress that the LEGO Group respects human rights and works actively against discrimination based on ethnical background, race, religion, gender, age, disabilities or sexual orientation.