



September 17<sup>th</sup> 2009

Official Agency Statement

Re: SAB Miller/REDD'S "Dark Secrets" Posters

The poster campaign for SABMiller - REDD'S was originally developed by JWT Vietnam for internal creative purposes. At no point of time was this work endorsed by SABMiller for either publication or submission to external award shows. We therefore regret the unauthorized submission to such shows and officially withdraw the work from any such show. In the interest of SABMiller, our client, we also ask every publisher to refrain from publishing these ads on websites or in other publications. We apologize for this incident.

Chris von Selle  
Managing Director  
JWT Vietnam