



To:

Greenpeace in Central & Eastern Europe (CEE) / Hungary
Hankóczy utca 35
1022 BUDAPEST
Hungary

and

Greenpeace International
Ottho Heldringstraat 5
1066 AV AMSTERDAM
The Netherlands

Budapest, 24/04/2008

RE: Greenpeace advertisement in Opel magazine

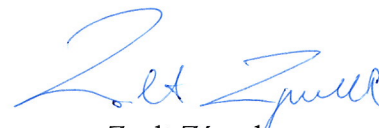
Dear ladies and gentlemen,

In the beginning of 2008, we have developed an advertisement for the environmental campaigning organisation Greenpeace in Hungary. We had Greenpeace Hungary's permission to use the Greenpeace name and logo and this advertisement, however only to enter it into two professional advertising contests. We did not have the permission to use it without your consent for any other purpose.

When we gave the Greenpeace advertisement to our client General Motors, who used it in their Opel car magazine, we have done this without Greenpeace's permission. This has been an extremely unfortunate mistake which we very much regret, as we are aware that Greenpeace has several activities launched against the impact of the car industry on climate change (for example <http://www.greenpeace.org/international/campaigns/climate-change/cars>) and the acts of greenwashing by the car industry.

We explicitly express our deep regrets about this grave mistake and the consequences this has for Greenpeace.

Sincerely,



Zsolt Záprek
Managing Director
McCann Erickson Budapest

