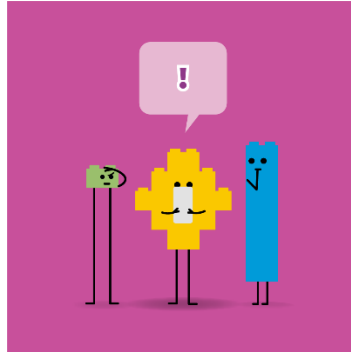




How to spot a fake LEGO® webstore



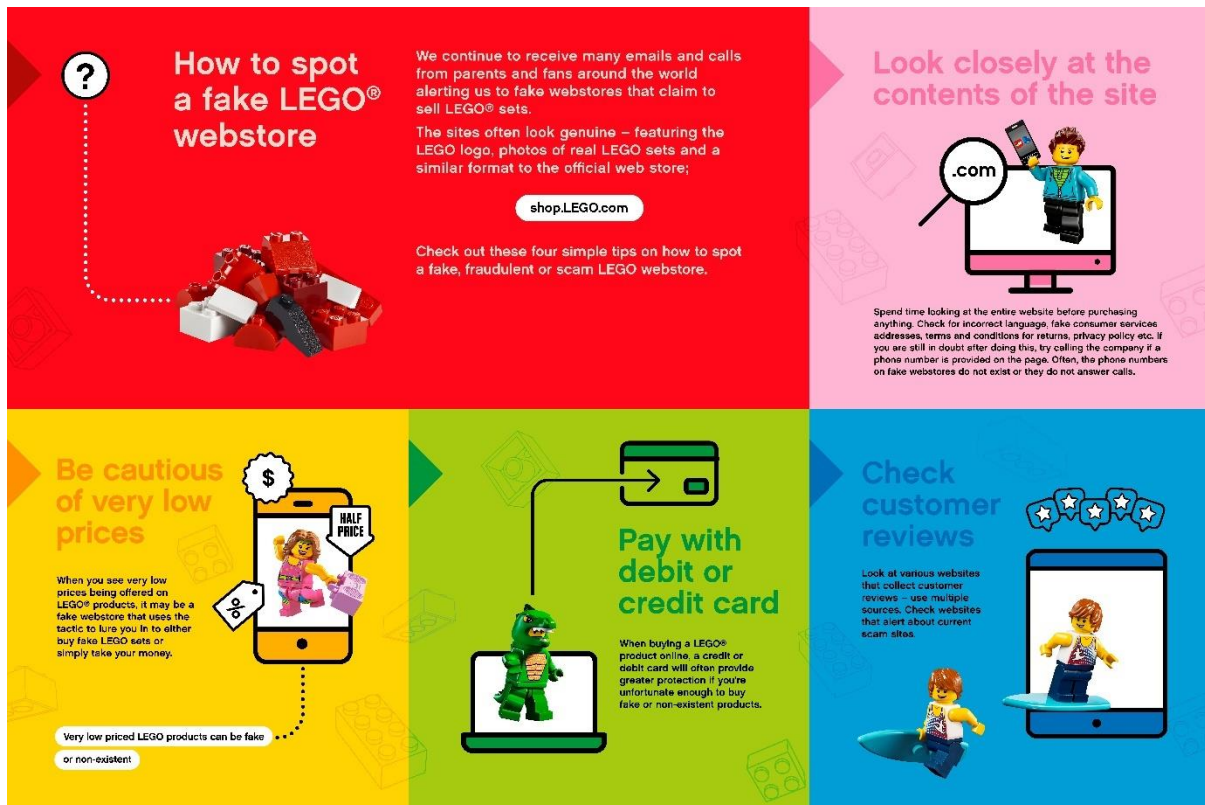
We are currently receiving several emails and calls from parents and fans around the world regarding fake LEGO® webstores claiming to sell LEGO products often at very low prices.

The sites, which are usually promoted on popular social media sites, often look genuine. Many feature the LEGO logo, theme logos, photos of real LEGO sets and a similar design to the official LEGO webstore <http://www.shop.LEGO.com>.

We're doing everything we can to protect consumers from fraud, and we take the issue of fraudulent and scam websites very seriously. We're working harder than ever to identify and report as many of these sites as possible and the following simple steps can help you spot a fake, fraudulent or scam LEGO webstore.

1. Look closely at the contents of the site. Spend time looking at the entire website before purchasing anything. Check for incorrect language, fake consumer services addresses, terms and conditions for returns, privacy policy etc. If you are still in doubt after doing this, try calling the company if a phone number is provided on the page. Often, the phone numbers on fake webstores do not exist or they do not answer calls.
2. Be cautious of very low prices. When you see very low prices being offered on LEGO products, it may be a fake webstore that uses the tactic to lure you in to either buy fake LEGO sets or simply take your money.
3. Pay with debit or credit card. When buying a LEGO product online, a credit or debit card will often provide greater protection if you're unfortunate enough to buy fake or non-existent products.
4. Check customer reviews. Look at various websites that collect customer reviews – use multiple sources. Check websites that alert about current scam sites.

If you see a potential fraudulent or scam website claiming to sell LEGO products, please contact customer service at <http://www.lego.com/en-us/service>.



About the LEGO Group

The LEGO Group is a privately held, family-owned company with headquarters in Billund, Denmark, and main offices in Enfield, USA, London, UK, Shanghai, China, and Singapore. Founded in 1932 by Ole Kirk Kristiansen, and based on the iconic LEGO® brick, it is one of the world's leading manufacturers of play materials.

Guided by the company spirit: "Only the best is good enough", the company is committed to the development of children and aims to inspire and develop the builders of tomorrow through creative play and learning. LEGO products are sold worldwide and can be virtually explored at <http://www.LEGO.com>.