

# Would it kill you to say you're sorry?

The law firm that brought false claims about our product quality and advertising integrity has voluntarily withdrawn their class action suit against Taco Bell.

- **No changes to our products or ingredients.**
- **No changes to our advertising.**
- **No money exchanged.**
- **No settlement agreement.**

**Because we've ALWAYS used 100% USDA-inspected premium beef.**

Sure, they could have just asked us if our recipe uses real beef. Even easier, they could have gone to our Web site where the ingredients in every one of our products are listed for everyone to see. But that's not what they chose to do.

Like we've been saying all along, we stand behind the quality of every single one of our ingredients, including our seasoned beef. We didn't change our marketing or product disclosures because we've always been completely transparent. Their lawyers may claim otherwise, but make no mistake, that's just them trying to save a little face.

We were surprised by these allegations, as were our 35 million customers who come into our restaurants every week. We hope the voluntary withdrawal of this lawsuit receives as much public attention as when it was filed.

As for the lawyers who brought this suit: You got it wrong, and you're probably feeling pretty bad right about now. But you know what always helps? Saying to everyone, "I'm sorry."

C'mon, you can do it!

