

# 50 Cent, Aubrey O'Day and more slam Sean 'Diddy' Combs' disingenuous apology video for 2016 assault footage

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Sean "Diddy" Combs' "disingenuous" apology video didn't sit right with many fans and celebs alike.

On Sunday, the music mogul, 54, posted a minute-long video addressing the recently unearthed surveillance footage showing him assaulting then-girlfriend Cassie Ventura in a hotel.

"My behavior on that video is inexcusable," he said. "I take full responsibility for my actions in that video. I'm disgusted."

After the 2016 assault, Combs, who was at "rock bottom," claimed he "sought out professional help, started going to therapy and rehab [and] had to ask god for his mercy and grace."

However, during the video, Combs never specifically mentioned the "Me & U" singer, who sued him for abuse, rape and more in November 2023. (They settled for an undisclosed amount 24 hours later.)

After the video went live, Aubrey O'Day — one of Diddy's longtime critics — slammed the music mogul for not apologizing to Ventura.

"Diddy did not apologize to Cassie," the former Danity Kane member wrote on X. "He apologized to the world for seeing what he did."



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On Sunday, Sean “Diddy” Combs addressed the video showing him assaulting Cassie Ventura in 2016 — but not everyone is buying his apology.

Diddy/Instagram



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Two of his most outspoken critics, 50 Cent and Aubrey O'Day, both posted about the questionably timed apology. Diddy/Instagram



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O'Day slammed the music mogul for not specifically mentioning Ventura in his video. aubreyoday/Instagram



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She claimed he only apologized because he was caught. FilmMagic

She then called out Combs for keeping up a December 2023 post in which he claimed everyone accusing him of abuse and was looking for “a quick payday” and trying to “assassinate [his] character and destroy [his] reputation.”

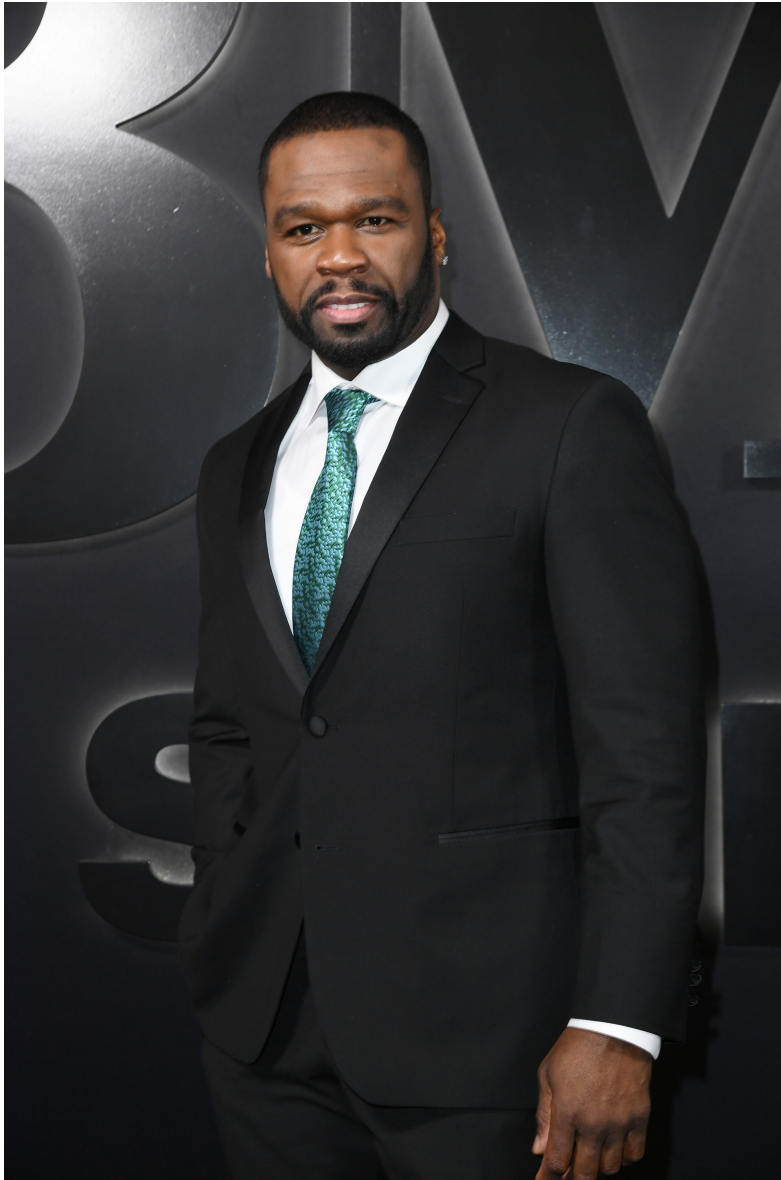
O’Day continued, “He says he’s ‘disgusted w himself now, and he was disgusted w himself then’.. but apparently he wasn’t disgusted enough w himself to not PIN this statement out calling her a liar & denying all of it.. leave god and mercy out of this, they aren’t present here, and you know it.”

Diddy’s post also caught the attention of rival 50 Cent, who has been very outspoken about the numerous allegations of assault against the “I’ll Be Missing You” rapper.



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“Diddy did not apologize to Cassie,” the former Danity Kane member wrote. “He apologized to the world for seeing what he did.” Getty Images



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50 Cent also chimed in, questioning the timing of Diddy’s video.  
Getty Images

50 Cent questioned Combs’ media strategy, suggesting that no one would believe his apology due to the timing.

“🙄🙄 This is not going to work, who is advising him right now?” the “In Da Club” rapper wrote on Instagram. “SMH bad move.”

50 Cent also posted the same December 2023 statement from Combs that O’Day brought into question.

“The lie detector test has determined this was a lie.... Maury vibes,” the 48-year-old said of the poorly aged post.



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The "In Da Club" rapper called it a "bad move." Getty Images





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Both 50 Cent and O'Day also slammed Diddy for keeping up a post denying the allegations of abuse against him. WireImage

Although the Los Angeles County District Attorney's Office will not be pressing charges against Combs due to the statute of limitations, the "Candy Shop" rapper believes the court of public opinion will hold him accountable.

"This is why they put that tape out, they know they can't charge him with what we saw, but they know we can't un see what we saw," he added.

While Cassie has yet to directly address the disturbing footage — which she detailed in her lawsuit — or Comb's apology, her lawyers also slammed the music mogul on Sunday.



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Ventura sued Diddy, whom she dated on and off for a decade, in November 2023. Jeff Vespa



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In the lawsuit, she accused him of rape and abuse, amongst other things. They settled one day later. CNN

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“Combs’ most recent statement is more about himself than the many people he has hurt,” Meredith Firetog, a partner at Wigdor LLP, the legal firm representing Ventura, told Page Six in a statement.

“When Cassie and multiple other women came forward, he denied everything and suggested that his victims were looking for a payday.”

She continued, “That he was only compelled to ‘apologize’ once his repeated denials were proven false shows his pathetic desperation, and no one will be swayed by his disingenuous words.”