

CARU® NEWS

For Immediate Release

Contact: Linda Bean 212.705.0129

KRAFT ADVERTISING CLAIM SUBSTANTIATED

New York, NY – October 17, 2005 - The Children's Advertising Review Unit (CARU) of the Council of Better Business Bureaus, Inc., the children's advertising industry's self-regulatory forum, is pleased to announce that an advertising claim made by Kraft for its Capri Sun Sport has been substantiated. The advertisement came to the attention of CARU through its routine monitoring of children's print publications.

Capri Sun Sport is marketed as a children's sports drink and comes in kid-friendly flavors such as "thunder punch" and "berry ice." CARU opened an inquiry asking for substantiation when it saw a full-page print advertisement that depicted children playing soccer and made the following claim: "Hydrates better than water."

In response, Kraft provided CARU with a two-part study conducted at the University of Georgia which concluded that "Capri Sun Sport is more effective than water in keeping healthy, active children hydrated, by encouraging greater fluid intake and maintaining body weight, during exercise in the heat." In addition, Kraft cited recommendations from the National Athletic Trainers' Association, the American College of Sports Medicine, and the American Academy of Pediatrics, suggesting that sports drinks encourage more drinking and are more able to reduce risk of dehydration than water, especially during prolonged intensive exercise.

CARU's inquiry was conducted under NAD/NARB/CARU Procedures for Voluntary Self-Regulation of National Advertising. Details of the inquiry, CARU's decision and the advertiser's response will be included in the next NAD/CARU Case Report.

For a copy of the decision, please contact Linda Bean at 212-705-0129 or lbean@narc.bbb.org.

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The National Advertising Review Council (NARC) was formed in 1971 by the Association of National Advertisers, Inc. (ANA), the American Association of Advertising Agencies, Inc. (AAAA), the American Advertising Federation, Inc. (AAF), and the Council of Better Business Bureaus, Inc. (CBBB). Its purpose is to foster truth and accuracy in national advertising through voluntary self-regulation. NARC is the body that establishes the policies and procedures for the CBBB's National Advertising Division (NAD), the Children's Advertising Review Unit (CARU), and the National Advertising Review Board (NARB).

NAD and CARU are the investigative arms of the advertising industry's voluntary self-regulation program. Their casework results from competitive challenges from other advertisers, and also from self-monitoring traditional and new media, including the Internet. The National Advertising Review Board (NARB), the appeals body, is a peer

group from which ad-hoc panels are selected to adjudicate those cases that are not resolved at the NAD/CARU level. This unique, self-regulatory system is funded entirely by the business community; CARU is financed by the children's advertising industry, while NAD/NARB's sole source of funding is derived from membership fees paid to the Council of Better Business Bureaus.