

CARU® NEWS

For Immediate Release

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ELECTRONIC ARTS PARTICIPATES IN CARU SELF-REGULATORY FORUM

CARU QUESTIONS ANTI-SOCIAL BEHAVIOR DEPICTED IN VIDEO GAME

New York, NY – November 28, 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 it has successfully concluded a case with Electronic Arts regarding advertising for the video game *Burnout Revenge*. The advertisement, which aired during children's programming on Nickelodeon, came to the attention of CARU through its routine monitoring of television.

The commercial was set in a junkyard and featured two young men in their 20s vandalizing cars. They were shown throwing trash and gas onto cars and writing "LOSER" with mustard on the door of a car. CARU was concerned that the commercial was not appropriate for audiences watching child-directed shows, because it depicted anti-social behavior,

CARU's *Self-Regulatory Guidelines for Children's Advertising* (the *Guidelines*) state, "Advertisers are urged to capitalize on the potential of advertising to influence behavior by developing advertising that, wherever possible, addresses itself to positive and beneficial social behavior such as respect for others." The *Guidelines* also urge advertisers to avoid portrayals or encouragement of behavior inappropriate for children.

After receiving a letter from CARU, Electronic Arts informed CARU that the advertising campaign for *Burnout Revenge* had ended and that no further placements had been made. In addition, Electronic Arts stated that it will take CARU's concerns into consideration in the future.

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.