

# CARU® NEWS

For Immediate Release

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## MATTEL PARTICIPATES IN CARU SELF-REGULATORY FORUM

*New York, NY – November 4, 2005* – The Children’s Advertising Review Unit of the Council of Better Business Bureaus (CARU), is pleased to announce that **Mattel Inc.** (Mattel) has committed to take CARU’s recommendations regarding its television advertising for the *Hot Wheels Mega Air Jumper* (the *Air Jumper*) into consideration in future advertising.

CARU, the children's advertising industry's self-regulatory forum, monitors child-directed advertising for truth, accuracy and compliance with its *Self-Regulatory Guidelines for Children's Advertising* (the *Guidelines*). CARU found that the television commercial for the *Air Jumper*, which aired on Cartoon Network, inaccurately depicted one of the surfaces from which the *Air Jumper* could jump, thus creating the impression that the toy could jump from loose gravel, when Mattel did not substantiate that presentation.

CARU’s *Guidelines* require that “The performance and use of a product should be demonstrated in a way that can be duplicated by the child for whom the product is intended.” CARU found that the advertiser did not completely comply with this Guideline.

While Mattel disagreed with CARU’s findings in this matter, it stated that the flight for the commercial is over and that it has no plans to air it again. The advertiser stated, “As always, Mattel will take CARU’s *Guidelines* and recommendations into consideration in future advertisements. We appreciate the attention CARU had given this matter and the opportunity to participate in the self-regulatory process.”

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 or for press inquiries, please contact Linda Bean, Director of Communications, 212-705-0129.

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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.