

CARU NEWS

For Immediate Release

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KRAFT SUPPORTS CARU BY DISCONTINUING ADVERTISEMENT

New York, NY – August 2, 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 **Kraft Foods Global, Inc.** (Kraft) has discontinued a Post cereal print advertisement that might confuse children as to what is being advertised.

CARU, which monitors Websites for compliance with its *Self-Regulatory Guidelines for Children's Advertising* (the *Guidelines*), found that the Post cereals advertisement, which appeared in the June 2005 edition of *Sports Illustrated for Kids*, focused its attention on the premium, Posttokens, and not the product, Post cereals, in violation of CARU's *Guidelines*.

The advertiser informed CARU that it had intended to advertise its Website, www.postopia.com, and not the cereals. CARU found, however, that because it is necessary to purchase the cereals in order to obtain the Posttokens, the ads are in effect for the cereals. Kraft has warranted that it will no longer use this advertisement and stated that it will work with CARU on ways to advertise its Website.

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 Reports. Members of the press and general public who wish to see a copy of the decision should email 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.