

CARU® NEWS

For Immediate Release

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GENERAL MILLS PARTICIPATES IN CARU SELF-REGULATORY FORUM

COMMITTS TO MORE APPROPRIATE PORTION SIZES IN ITS CEREAL COMMERCIALS

New York, NY – November 28, 2005 – The Children’s Advertising Review Unit (CARU) of the Council of Better Business Bureaus, Inc., is pleased to announce that General Mills has agreed to take CARU’s views into account regarding the depiction of proper serving sizes as they develop future cereal advertising campaigns.

CARU, the children’s advertising industry’s self-regulatory forum, monitors advertisements directed to children for compliance with its *Self-Regulatory Guidelines for Children’s Advertising* (the *Guidelines*). CARU believed that a television commercial for Reese’s Puffs cereal entitled “Ticket Line” depicted oversized or exaggerated amounts of an actual serving size of the cereal and the additional items portrayed in the “legal breakfast” shot - orange juice, milk and a muffin. CARU was concerned that this portrayal might encourage overeating and excessive consumption of the product. The *Guidelines* state, “The amount of product featured should be within reasonable levels for the situation depicted.”

CARU also questioned whether the presentation of the “legal breakfast,” in a fantasy segment of the spot, juxtaposed with real-life depictions of two boys eating only cereal, might mislead or confuse children as to whether Reese’s Puffs was being shown as a breakfast or snack food.

In response to CARU’s concerns, General Mills reviewed the commercial, and informed CARU that the commercial would be discontinued, and further stated its commitment to depict proper serving sizes in its future cereal advertising campaigns. General Mills responded that it believed that children would understand the sequence was not meant to be taken literally, and felt that children would understand that Reese’s Puffs cereal is a breakfast food, not a snack food.

CARU’s inquiry was conducted under NAD/CARU/NARB 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.