

CARU NEWS

For Immediate Release

Contact: Linda Bean
212.705.0129

CARU AND ROCAWEAR WORK TOGETHER TO PROTECT CHILDREN'S PRIVACY ONLINE

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 Roca Wear has discontinued a print advertisement that directs young children to its Website.

CARU, which monitors Websites for compliance with its *Self-Regulatory Guidelines for Children's Advertising* (the *Guidelines*), found that the Roca Wear print advertisement, which appeared in the April 2005 edition of Nickelodeon magazine, directed young children to its Website, which is not intended for children under 13 years of age, in violation of CARU's *Guidelines*.

The advertiser informed CARU that it had not intended to advertise its Website to young children but to their parents. CARU found, however, that because the advertisement contained a prominent link to the Rocawear Website, children were likely to go to the site where they could reveal personally identifiable information without parental notification or permission. Roca Wear informed CARU that it will discontinue the placement of the reference to its Website on all advertisements in media directed toward children under 13.

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.

#####

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.