

CARU NEWS

For Immediate Release

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SKECHERS WORKS WITH CARU TO ENSURE RESPONSIBLE PLACEMENT OF ADVERTISING TO KIDS

New York, NY – June 23, 2005 – The Children’s Advertising Review Unit of the Council of Better Business Bureaus (CARU), the children’s advertising industry’s self-regulatory forum, is pleased to announce that in response to CARU’s concerns, **Skechers USA, Inc.** will not place overtly sexual advertisements in magazines which target tween girls in accordance with the *Self-Regulatory Guidelines for Children’s Advertising* (the *Guidelines*).

A print advertisement for Skechers which appears in the April/May 2005 issue of *Girls’ Life Magazine*, which came to CARU’s attention through its routine monitoring, raised concerns under CARU’s *Guidelines*, one of which states, “*Portrayals or encouragement of behavior inappropriate for children (e.g.: violence or sexuality) and presentations that could frighten or provoke anxiety in children should be avoided.*” The advertisement features the popular singer Christina Aguilera in sexually provocative poses which CARU believed it was inappropriate for the magazine’s audience of tween girls. *Girl’s Life Magazine* is self-described as “the #1 magazine for 10 to 15-year-old girls”. Judging from the nature of the advertisements and articles in *Girl’s Life* CARU believes that the magazine appeals largely to girls ages 8-12.

In response to CARU’s concerns, the advertiser stated it agreed with CARU that advertisers have a responsibility to protect children. Skechers asserted that although it disagreed with CARU’s assessment of the magazine’s audience, it would discontinue running the Christina Aguilera advertisement in *Girl’s Life Magazine* in future ad placements. Skecher informed CARU, however, that it would be unable to withdraw placement of the advertisement in the June/July 2005 issue .

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.

Members of the press who wish to see a copy of the decision now should email elascoutx@caru.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.