

CARU® NEWS

For Immediate Release

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UNILEVER WORKS WITH CARU, REVISES WEBSITE

Company Agrees to Prominently Disclose Material Facts of Skippy Promotion Not Geared to Kids

New York, NY – November 10, 2005 – The Children’s Advertising Review Unit (CARU) of the Council of Better Business Bureaus, Inc. is pleased to announce that Unilever has agreed to take into account CARU’s recommendations to better comply with the *Self-Regulatory Guidelines for Children’s Advertising* (the *Guidelines*) on sweepstakes disclosures in future advertisements.

CARU, the children’s advertising industry’s self-regulatory forum, found that Unilever’s kid-appealing print advertisement for the Skippy Peanut Butter sweepstakes, “Enter to Win Ultimate Action Sports Prizes! 1 in 10 Wins!” which appeared in the August 2005 issue of “Sports Illustrated for Kids” magazine, did not prominently disclose that an entrant must be 13 or older. CARU believes that an age-eligibility requirement is material and must be prominently disclosed, especially in a print advertisement where the magazine has a demographic that includes readers younger than the sweepstakes’ target age of 13 and older. Additionally, CARU determined that material disclosures given in mice type in the Official Rules printed on the far left side of the print ad, and embedded three layers into the Website in tiny type at the bottom of a page, were not “prominent” as required by the *Guidelines*.

Unilever took prompt action to add prominent and conspicuous disclosures in block letters on its Website’s sweepstakes home page. It prominently disclosed the “over 13” age requirement, and the fact that no purchase is necessary to enter, along with a link to access the details of the alternate means of entry without a purchase. Unilever further advised CARU that while the print ad could not be revised or withdrawn, no further print advertisements promoting entry into the contest would be released. CARU was pleased that Unilever participated in the self-regulatory process and immediately implemented prominent disclosures relating to its sweepstakes to fully comply with CARU’s Guidelines.

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.