

CARU NEWS

For Immediate Release

Contact: Sheryl Harris
212.705.0120

LUCASFILM WORKS WITH CARU TO ENSURE PROPER PLACEMENT OF FUTURE ADVERTISING

New York, NY – July 12, 2005 – The Children’s Advertising Review Unit (CARU) of the Council of Better Business Bureaus, the children’s advertising industry’s self-regulatory forum, is pleased to announce that in response to CARU’s concerns, **Lucasfilm, Inc.** has committed that future advertising for films rated PG-13 will not run during programming that CARU considers to be child-targeted.

A television commercial for the film *Star Wars Episode III, Revenge of the Sith*, rated PG-13 by the Motion Picture Association of America (MPAA), came to CARU’s attention through its routine monitoring. The referenced advertisement was shown during Cartoon Network programs “Ed, Ed and Eddy,” “The Grim Adventures of Billy and Mandy” and “Teen Titans” which all, according to Nielsen ratings, have audiences composed of over 50% children ages 2-11.

The MPAA ratings provide guidance for responsible parents who want to make informed choices regarding their children’s viewing habits. CARU found that the placement of the referenced advertisement during children’s time was in violation of its *Self-Regulatory Guidelines for Children’s Advertising* which provide, “*Products and content inappropriate for use by children should not be advertised or promoted directly to children*”.

The advertiser stated, “While Lucasfilm disagrees with CARU’s findings, it respects the self regulatory process and will follow CARU’s suggestions in media plans for the theatrical release of *Star Wars Episode III- Revenge of the Sith*.”

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 Report. Members of the press 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.