

# CARU® NEWS

For Immediate Release

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## **CARU REFERS TOY QUEST INDUSTRIES TO THE FTC**

*New York, NY – November 4, 2005* – The Children’s Advertising Review Unit (CARU) of the Council of Better Business Bureaus, Inc. (CBBB), has referred Toy Quest Industries to the **Federal Trade Commission** (FTC) for possible law enforcement action, regarding advertising for Toy Quest’s **Banzai Falls Quickset Waterslide** and **Bonzai Falls Mega Wave**.

Questions regarding the truth and accuracy of the company’s advertising claims were brought to the attention of CARU, the children’s advertising industry’s self-regulatory forum, by Spin Master, Ltd. The competitor challenged the accuracy of the advertiser’s claims on packaging and on the company’s Website.

The challenger asserted that pictures of and statements on both the products’ packaging and on the company’s Website substantially exaggerated the size of the products and made a claim that the products were “Puncture Proof,” when in fact, they were only puncture resistant.

CARU contacted Toy Quest, requesting substantiation for its claims, but the advertiser failed to provide a substantive response to CARU’s inquiry. Consequently, pursuant to *NAD/CARU/ NARB Procedures*, CARU referred the matter to the appropriate government agency for possible law enforcement action.

CARU’s inquiry was conducted under *NAD/CARU/NARB Procedures for Voluntary Self-Regulation of National Advertising* and resolved within 60 business days. 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.