

CARU® NEWS

For Immediate Release

Contact: Linda Bean
212.705.0129

X CONCEPTS WORKS WITH CARU TO CLARIFY DISCLOSURES

New York, NY – November 10, 2005 – The Children’s Advertising Review Unit (CARU) of the Council of Better Business Bureaus, Inc. (CBBB), is pleased to announce that **X Concepts, L.L.C.** (X Concepts) has agreed to take CARU’s views into account when developing new television commercials for its Tech Deck Dude toy figures and trading cards.

CARU, the children’s advertising industry’s self-regulatory forum, monitors advertisements directed to children for compliance with its *Self-Regulatory Guidelines for Children’s Advertising* (the *Guidelines*). CARU found that the television commercial for Tech Deck Dude figures and trading cards did not adequately disclose whether trading cards were sold separately. In response to CARU’s initial inquiry, X Concepts immediately sent a product sample which clarified that trading cards were not sold separately, but were in fact included with a purchase of a toy figure. CARU is pleased that X Concepts agreed to clarify exactly what is included in a purchase of the advertised product in future commercials, pursuant to CARU’s *Guidelines*.

CARU also found that the advertiser substantiated its position that the commercial for Tech Deck Dude figures did contain an audio disclosure stating “each sold separately.” A network error at the time of CARU’s monitoring may have caused the audio super to cut off prematurely before the commercial fully completed. CARU is pleased that X Concepts made assurances that an audio super disclosing all material terms, including which products are “sold separately” will be included on commercials airing on all networks in the future.

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.

###

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.