

CARU® NEWS

Immediate Release

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LEGO SYSTEMS PARTICIPATES IN CARU FORUM *CARU Recommends Company Clarify Product Presentation in Future Advertising*

New York, NY – February 17, 2006 – The Children’s Advertising Review Unit (CARU) of the Council of Better Business Bureaus, Inc., has recommended that LEGO Systems Inc., modify future advertising to clarify product presentation. LEGO’s advertising came to the attention of CARU, the children’s advertising industry’s self-regulatory forum, through a consumer challenge.

The consumer challenged television advertising for LEGO’s BIONICLE® play theme toy sets, asserting that children viewing the commercial would not understand which items come with which toy set.

CARU concurred, noting in its decision that the television commercial did not clearly depict which toys come with an initial purchase. CARU’s *Self-Regulatory Guidelines for Children’s Advertising* state in part: “*What is included and excluded in the initial purchase should be clearly established*”.

LEGO, in its advertiser’s statement, said it is always the company’s intention to clearly depict all products in advertising to children, a goal the company believed it met in the advertising at issue.

However, the company said, it will, in the future “try and increase the clarity of this message if separate sets are included in one ad.”

The company noted also that the advertisement in question stopped airing on December 12, 2005, and that there are no current plans to air it in the future.

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) and Children’s Advertising Review Unit (CARU), as well as for 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. 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/NARC/NARB's sole source of funding is derived from membership fees paid to the CBBB. For more information about advertising self regulation, please visit www.narcpartners.org.