

CARU[®] NEWS

Immediate Release

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CARU REVIEWS ADVERTISING FOR ‘PIRATES OF THE CARIBBEAN’

Recommends Buena Vista Refrain from Advertising PG-13 Products During Kids’ TV Time

New York, NY – September 18, 2006 – The Children’s Advertising Review Unit (CARU) of the Council of Better Business Bureaus, Inc., has recommended Buena Vista Pictures refrain from advertising films rated PG-13 on children’s television programming.

Advertising for “*Pirates of the Caribbean – Dead Man’s Chest*,” rated PG-13, aired in June and July 2006 on Nickelodeon during children’s programming. The advertising came to the attention of CARU, the children’s advertising industry’s self-regulatory forum, through routine monitoring of advertising directed to children.

CARU examines advertising to children under the age of 12. The *Self-Regulatory Guidelines for Children’s Advertising* state in part that in “advertising videos, films and interactive software, advertisers should take care that only those which are age-appropriate are advertised to children. If an industry rating system is available, the rating label should be prominently displayed.”

The film at issue has been rated PG-13 by the Motion Picture Association of America, which notes that when a film is rated PG-13, parents are “strongly cautioned” that some material “may not be suitable for children.”

The advertiser indicated to CARU that it had relied on the network’s clearance department in determining when to run the advertising. Further, the advertiser stated that the flight for the commercial ended its run on Nickelodeon on July 28th and there were no plans to air it in the future.

"The networks are responsible for scheduling advertisements in accordance with network standards and practices and as agreed with the advertiser," Buena Vista said in its advertiser’s statements. The company noted that it “thanks CARU for alerting it to the network’s scheduling error, which the network subsequently corrected."

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.