

CARU® NEWS

Immediate Release

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PLAY ALONG PARTICIPATES IN THE CARU SELF-REGULATORY PROCESS

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 Play Along, Inc., maker of the *Sky Dancers Magic Twinkling Castle*, Inc., modify future advertising to clarify product presentation. Play Along’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 Sky Dancers Magic Twinkling Castle, asserting that the method of operation for the product was not clearly depicted and questioned the ability of the doll to fly for the amount of time shown in the commercial. CARU concurred, and questioned further whether children playing with the product in the manner shown in the commercial could be injured.

CARU’s Self-Regulatory Guidelines for Children’s Advertising state in part: *Copy, sound and visual presentations should not mislead children about product or performance characteristics. Such characteristics may include, but are not limited to, size, speed, method of operation, color, sound, durability and nutritional benefit.*

The Sky Dancers Magic Twinkling Castle, which emits sounds and flashes lights when activated by a “magic wand,” also features a Sky Dancers doll that can be made to fly off its position on the castle when it is wound up and one presses a button.

Play Along, in its advertiser’s statement, said it disagreed with CARU’s decision and stated that the company believed that the advertisement clearly and fairly illustrated the performance of the product and showed the toy was being used in a safe manner.

Play Along did agree to take CARU’s concerns under advisement as it develops future advertisements which appear in children’s media.

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.