

CARU® NEWS

For Immediate Release

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CARU REVIEWS AD FOR ‘OVER THE HEDGE’ VIDEO GAME *Recommends Activision Modify Format in Future Advertising*

New York, NY – August 3, 2006 – The Children’s Advertising Review Unit (CARU) of the Council of Better Business Bureaus, Inc., has recommended Activision Publishing Inc. assure that future advertising directed to children is clearly disclosed as such.

Advertising for Activision’s “Over the Hedge” video game aired on Nickelodeon and came to the attention of CARU, the children’s advertising industry’s self-regulatory forum, through routine monitoring of advertising directed to children.

The advertisement at issue was structured as a mock newscast called “In the Know” and narrated by an anchor who introduced herself as “Erin McClain.” CARU questioned whether children viewing the commercial would be misled by the editorial format and not understand that they were viewing advertising.

The advertisement opened with the following: “In the Know, with finding out what’s Over the Hedge. Hi, I’m Erin McClain. Activision has released Over the Hedge, the only video game based on the film from Dreamworks Animation...” The advertisement closed with the anchor directing viewers to www.activision.com for more information.

CARU’s Guidelines note in part that children “look at, listen to and remember many different elements in advertising. Therefore, advertisers need to examine the total advertising message to be certain that the net communication will not mislead or misinform children.”

In its decision CARU notes that it recommends “that all advertising directed to children be clearly disclosed as such. ... CARU hopes the advertiser considers CARU’s recommendations in the future.”

Activision, in its advertiser’s statement, said that although it does not agree with CARU’s findings, it is taking CARU’s concerns into consideration going forward. The specific advertisement in question stopped running May 18 and there are no plans to run it further.”

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.