

CARU® NEWS

Immediate Release

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CARU REVIEWS BURGER KING PROMOTION

Recommends Company Examine Links, Promotions to Assure Guidelines Compliance

New York, NY – November 30, 2006 – The Children’s Advertising Review Unit (CARU) of the Council of Better Business Bureaus, Inc., has recommended that Burger King Corporation ensure that it does not advertise as “free” any service that requires any payment on a parent’s cell phone bill. CARU has also recommended that the advertiser carefully check all links on the children’s section of its Website and remove any links to other sites that do not comply with CARU’s *Self-Regulatory Guidelines for Children’s Advertising*.

CARU, the children’s advertising industry’s self-regulatory forum, examined advertising for free mobile-phone download products associated with the children’s movie “*Open Season*” included in the “Kids” section of the Burger King Corporation Website, bk.com. The advertising came to CARU’s attention through its routine monitoring program.

CARU was concerned that children reading the advertisement would think that the mobile downloads were free when, in fact, there were carrier messaging and data charges that their parents would be obligated to pay on their cell phone bills.

CARU was also concerned that children who clicked on the link leading to a third-party Website – Jamster – could reasonably believe that the downloads on the Jamster site also were free, despite the monthly charge to their parents’ cell phone bills.

Finally, CARU was concerned about the link to Jamster, a general audience Website where visitors could disclose their cell phone numbers.

At the outset of the CARU inquiry, Burger King modified its disclosures and removed the link to the Jamster site.

The company, in its advertiser’s statement, said it is committed to “disseminating advertising that is truthful and not in any way misleading.”

Although Burger King noted that it disagreed with certain of CARU’s findings, the company is “committed to industry self-regulation and the CARU process, and will consider CARU’s recommendations in future advertising promotions.”

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) and Electronic Retailing Self-Regulation Program (ERSP).

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. Funding for ERSP is derived from membership in the Electronic Retailing Association. For more information about advertising self regulation, please visit www.narcpartners.org.