

CARU® NEWS

Immediate Release

Contact: Linda Bean
212.705.0129

MGA, MATTEL TAKE PART IN CARU FORUM *CARU Finds MGA Has Supported Performance Claims for 'Bratz Catz' Product*

New York, NY – May 11, 2006 – The Children’s Advertising Review Unit (CARU) of the Council of Better Business Bureaus, Inc., has determined that MGA Entertainment, maker of the “Bratz Catz Superstar Kendall” doll, provided reasonable support for performance claims challenged by competing toymaker, Mattel.

CARU, the children’s advertising industry’s self-regulatory forum, reviewed packaging for the doll. Claims at issue included:

- “I have super soft plush fur”
- “Help [the doll] find the purrrfect pose for the cameras!”

The decision notes that “copy, sound and visual presentations should not mislead children about product or performance characteristics.”

The challenger had argued that only the doll’s tail is made of plush fur, while the remainder of the doll is hard plastic. Further, the challenger contended that because the doll is made of hard plastic, it cannot be “posed.”

Following its review of the evidence, CARU determined that, indeed, only the doll’s tail is constructed from plush material. However, because the doll, when packaged, sits in an open box and is visible and accessible, children will not be misled by the claim.

CARU further determined that claims related to the doll’s ability to “pose” are not misleading. The decision notes that the doll walks, blinks and tilts its head.

“The advertiser did not claim that the doll’s limbs have joints and can therefore bend, rather that the doll merely poses. The visual presentations on the packaging are all accurate in terms of the product’s capabilities ... Moreover, the packaging encourages the consumer to try out the doll. Therefore, contrary to the challenger’s assertion, neither activation nor hard plastic preclude a doll from posing,” the decision states.

MGA Entertainment, in its advertiser’s statement, said it appreciates CARU’s review of this challenge, and is pleased that CARU has concluded that the claims on the packaging for Bratz Catz Superstar Kendall are fully substantiated.

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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.