

CARU® NEWS

Immediate Release

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CARU REVIEWS CADBURY ADAMS 'BUBBLICIOUS' WEBSITE *Company Agrees to Remove Link to Site that Doesn't Comply with CARU Guidelines*

New York, NY – November 20, 2006 – The Children's Advertising Review Unit (CARU) of the Council of Better Business Bureaus, Inc., has recommended that Cadbury Adams, maker of Bubblicious gum products, removes a link on the Bubblicious Website that directs children to a separately owned site that does not comply with the CARU's *Self-Regulatory Guidelines for Children's Advertising*.

The site in question came to the attention of CARU, the children's advertising industry's self-regulatory forum, through an advertisement in *Nickelodeon Magazine*, a popular children's publication.

In its decision, CARU notes that the Bubblicious Website offered visitors two links to games which featured the young basketball star LeBron James, as well as a link to the LeBron James Website, www.lebronjames.com. At the time of its initial review, the LeBron James Website was not compliant with CARU's *Guidelines* or the federal Children's Online Privacy Protection Act ("COPPA").

"The availability of hyperlinks between sites can allow a child to move seamlessly from on to another. However, there is no way to predict where the use of successive links on successive pages will lead," the decision states. "Therefore, operators of Websites for children or children's portions of general audience sites should not knowingly link to pages of other sites that do not comply with CARU's *Guidelines*."

In response to CARU's inquiry, the advertiser stated that it agreed with CARU's assessment and that it would remove the link in question.

"Cadbury Adams USA LLC thanks CARU for its efforts in ensuring children's privacy and safety on the Internet," the company said in its advertiser's statement. "At the time Cadbury Adams was contacted by CARU, the company was already in the process of delinking the Bubblicious.com site from the Lebronjames.com site. We were pleased to have worked with CARU to resolve this matter quickly and to our mutual satisfaction."

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.