

CARU® NEWS

Immediate Release

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MGA, MATTEL PARTICIPATE IN CARU FORUM

CARU Reviews Packaging for Bratz 'Campfire' Line of Dolls, Playsets

New York, NY – June 13, 2006 – The Children’s Advertising Review Unit (CARU) of the Council of Better Business Bureaus, Inc., has determined that packaging for some elements of MGA Entertainment’s Bratz “Campfire” product line doesn’t violate the Self-Regulatory Guidelines for Children’s Advertising (*Guidelines*). CARU has recommended MGA modify other packaging elements to clearly disclose that the dolls do not hold objects unassisted.

CARU, the children’s advertising industry’s self-regulatory forum, reviewed packaging for the product line following a challenge by Mattel, a competing toymaker.

CARU’s *Self-Regulatory Guidelines for Children’s Advertising* state in part that “copy, sound and visual presentations should not mislead children about product or performance characteristics.”

CARU examined packaging for the “Campfire Tent” playset and determined that the packaging does not “over-promise” the experience children will have with the product. The decision notes that the toys are packaged under clear plastic, allowing a child to see all items included at the time of purchase.

Packaging for the “Campfire Tent” playset includes depictions of Bratz “Campfire” dolls, shown holding objects in their hands or with their hands held to their faces.

CARU has taken the position that advertising should clearly disclose the use of human hands manipulating stationary dolls so that a child is not led to believe that such dolls can move or perform activities on their own, the decision notes.

MGA Entertainment, in its advertiser’s statement, said the company “is pleased” with some of CARU’s findings. “Although MGA disagrees with other portions of CARU’s decision, believing that the photographs on the packaging do not lead to any mistaken impression as to the dolls’ capabilities, MGA will take CARU’s position into account with respect to future packaging for its Bratz Campfire Tent Set product,” the company said.

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.