

CARU® NEWS

Immediate Release

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CARU REVIEWS ADVERTISING FOR ‘CLICK’

Recommends Sony Pictures Refrain from Advertising PG-13 Products During Kids’ TV Time

New York, NY – October 4, 2006 – The Children’s Advertising Review Unit (CARU) of the Council of Better Business Bureaus, Inc., has recommended Sony Pictures refrain from advertising “*Click*,” a film rated PG-13, during children’s television programming hours.

A television advertisement for “*Click*,” marketed by Sony Pictures Entertainment, came to the attention of the Children’s Advertising Review Unit (CARU) through its routine monitoring of advertising directed to children. The commercial aired on June 14, 2006 at 5:45 p.m. during *Drake & Josh*; at 7:15 p.m. during *Fairly Odd Parents*; and at 8:45 p.m. during *Just for Kicks*. Spots for *Click* also ran on Cartoon Network. The advertisement prominently displayed a PG-13 rating.

The *Self-Regulatory Guidelines for Children’s Advertising* provide that “In advertising videos, films and interactive software, advertisers should take care that only those which are age-appropriate are advertised to children. If an industry rating system is available, the rating label should be prominently displayed.”

The MPAA’s rating for “*Click*” lists “language, crude and sex related humor, and some drug references” as the basis for the PG-13 rating.

CARU noted in its decision that Sony Pictures maintained that a PG-13 rating does not mean that a movie is inappropriate for all children under 13.

“According to the advertiser, a PG-13 rating means that the movie may be appropriate for some children under 13, subject to parental discretion and that by taking the position that PG-13 movies should not be advertised during children’s programming, CARU is replacing parental judgment with a blanket rule prohibiting advertising for movies that parents may feel are entirely appropriate for their children,” the decision states.

CARU determined, however, that by airing PG-13 rated films during children’s programming, “the advertiser sends an implicit message to children that these films are suitable for all children. ... The advertiser is therefore substituting its judgment for that of the parents regarding what is appropriate for a child under 12 years old.”

Sony, in its advertiser’s statement, thanked CARU for its “efforts in safeguarding children.”

Sony, the company said, “is a socially conscious advertiser and made every effort to ensure that advertising for *Click* was directed to adults, teens and older children.”

“The advertising clearly stated that the movie was rated PG-13. Furthermore, Sony Pictures believes that the advertising for *Click* was consistent with CARU’s guidelines. Sony Pictures will continue its commitment to making responsible media decisions for its films and will continue to prominently include the MPAA-rating information in all advertising to support informed parental decisions,” 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) and the 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.