

CARU® NEWS

Immediate Release

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CREATIVE DESIGNS TAKES PART IN CARU FORUM *Company Modifies Advertising in Response to CARU Inquiry*

New York, NY – December 20, 2006 – Creative Designs International, which markets the Disney Princess Ariel’s Ocean Salon and Disney Princess Ariel’s Magical Talking Kitchen, has modified television advertising for the products following an inquiry from the Children’s Advertising Review Unit (CARU) of the Council of Better Business Bureaus, Inc.

Television advertising for the products came to CARU’s attention through the routine monitoring of advertising to children. The commercials aired on Nickelodeon 2 during children’s programming. At the end of each of the advertisements, there is a shot of the toy, fully assembled, as a voice-over states that the product comes with “everything you see here.” A small video super stated “Some assembly required. Batteries not included”

CARU was concerned, however, that the commercials did not adequately inform children that batteries are not included, that assembly is required for the products to function as shown and that the costumes worn by the children featured in the commercials must be purchased separately.

CARU’s *Self-Regulatory Guidelines for Children’s Advertising* state in part that all “disclosures and disclaimers that are material to a child should be in language understandable by the child audience, legible and prominent. When technology permits, both audio and video disclosures are encouraged”

The *Guidelines* further state that advertising for unassembled products should clearly indicate that assembly is required and clearly disclose if any item essential to the use of the product – such as batteries – must be purchased separately.

At the outset of the CARU inquiry, the marketer added audio disclosures to its commercials that tell child viewers that batteries are not included, some assembly is required and dresses are sold separately.

The company, in its advertiser’s statement, said it is “pleased to have addressed CARU’s concerns by adding the audio disclosures to convey the appropriate information.”

“We will continue to be sensitive to issues regarding appropriate advertising to children and appreciate the opportunity to participate in the self-regulatory process,” the company said.

For a copy of the decision or for pressinquiries, 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 fees paid to the Electronic Retailing Association. For more information about advertising self regulation, please visit www.narcpartners.org.