

CARU® NEWS

Immediate Release

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CARU REVIEWS DANNON SWEEPSTAKES PROMOTION *CARU Finds Company Adequately Disclosed Necessary Information to Children*

New York, NY – October 30, 2006 – The Children’s Advertising Review Unit (CARU) of the Council of Better Business Bureaus, Inc., has determined that the Dannon Company adequately disclosed the free means of entry to the ‘Hang with Dylan and Cole/Suite Life’ sweepstakes’ promotion.

A television advertisement for sweepstakes sponsored CARU, the children’s advertising industry’s self-regulatory forum, through CARU’s routine monitoring of advertising directed to children under 12

CARU was initially concerned that the advertisement did not provide children with adequate information about the free means of entering the sweepstakes competition.

The advertiser responded that it ran two television commercials for this promotion: the first offered an 800 telephone number to provide information about free means of entry, while the second added and emphasized the Website for that purpose.

The advertiser stated that the overwhelming response of children and parents to the 800 number prompted it to modify the commercial and add a Website address, as well. The advertiser stated that it tallied the number of visitors to its Website two weeks prior and two weeks after it publicized its URL and that the page views revealed 42 percent increase in the number of visitors to the Dannon.com homepage and a 24 percent increase the number of visitors to the Dannon.com promotions page.

“The statistics provided by the advertiser were persuasive with regard to the fact that children did, in fact, understand that there was a free means of entry. CARU also finds that the game rules, on the Website and the product packaging, clearly inform children in capital letters “No Purchase Necessary;” and give adequate instructions on how to enter without making a purchase,” the decision states.

Dannon, in its advertiser’s statement, said the company “appreciates CARU’s careful consideration of this matter and is pleased that CARU finds that the advertising clearly discloses the alternate means of entry to children and that the advertising complies with CARU’s *Guidelines*.”

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.