

CARU® NEWS

Immediate Release

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GLOMOBI TAKES PART IN CARU FORUM

Text-Messaging Service Removes Advertising from Children's TV Programming

New York, NY – June 19, 2006 – The Children's Advertising Review Unit (CARU) of the Council of Better Business Bureaus, Inc., has recommended that Glomobi BV refrain from advertising its text-messaging service during children's programming. Television advertising for Glomobi was challenged by two consumers.

CARU, the children's advertising industry's self-regulatory forum, reviewed television advertising and Website policies for the text-messaging service. Glomobi advertised a service called "You Can Text Fun" during children's daytime programming on Nickelodeon.

The television advertising emphasized that a child could receive jokes on his or her cell phone for free. However, one consumer indicated that his daughter had signed up for the service without her father's approval after seeing the advertisement and that he had subsequently received a phone bill that reflected charges for each joke message received.

The Glomobi Website features terms and conditions for the service as well as frequently asked questions about the company's policies. "Significantly, nowhere on the Website is there any disclosure of the costs of the service or that it is a subscription service," the CARU decision notes.

CARU noted further that the FAQ section of the Website appeared to discourage parents from requesting refunds if children subscribed to the service without permission.

The company, during the course of the CARU review, "acknowledged that this product is not appropriate for the child audience and thus should not be advertised during children's programming," the decision states. The company also committed to amend its refund policy to make it easier for parents of children who had registered without permission to receive refunds and discontinue the service.

Glomobi, in its advertiser's statement, said it has "decided to participate in CARU's Self Regulatory Guidelines and has ended the Nickelodeon campaign."

The company also said that it has clarified information about its pricing structure and "has adjusted its Website to meet CARU's recommendations."

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.