

CARU® NEWS

Immediate Release

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CARU REVIEWS ADVERTISING FOR ‘GOBLET OF FIRE’

Recommends Warner Bros. Refrain from Advertising PG-13 Products During Kids’ TV Time

New York, NY – May 25, 2006 – The Children’s Advertising Review Unit (CARU) of the Council of Better Business Bureaus, Inc., has recommended Warner Bros. refrain from advertising “*Harry Potter – Goblet of Fire*,” rated PG-13, during television children’s programming hours.

The advertising, which aired during Saturday morning programming on ABC, came to the attention of CARU, the children’s advertising industry’s self-regulatory forum, through routine monitoring of advertising directed to children.

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 film at issue has been rated PG-13 by the Motion Picture Association of America, which describes a PG-13 film as one which “in the view of the Rating Board, leaps beyond the boundaries of the PG rating in theme, violence, nudity, sensuality, language, or other contents, but does not quite fit within the restricted R category.”

Warner Bros. noted that the advertising campaign had been concluded at the outset of the complaint.

“Warner Home Video appreciates the issues raised by CARU in its letter,” the company said in its advertiser’s statement. “We value our brand and are committed to responsible marketing. We continue to believe that the placement of the advertisement was consistent with CARU’s Guidelines. We do not intend to appeal CARU’s decision.”

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.