

CARU® NEWS

Immediate Release

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SOCCER TOURNAMENT SITE TAKES PART IN CARU REVIEW

Kick It 3v3/Team Championships Agrees to Modify Website to Comply with Guidelines

New York, NY – *October 30, 2006* – The Children’s Advertising Review Unit (CARU) of the Council of Better Business Bureaus, Inc., has recommended Kick It 3v3/Team Championships, a site that promotes soccer leagues and tournaments nationwide and features links to a wide range of youth-sports Websites, modify its Website policies and practices to better protect children’s privacy.

Advertising for the Kick It Website came to the attention of CARU, the children’s advertising industry’s self-regulatory forum, through an advertisement that appeared in *Sports Illustrated for Kids*.

The site is aimed at encouraging participation in 3v3 soccer tournaments and generally targeted at the adult organizers of such activities.

However, CARU’s decision notes, by featuring the address for the Website in an advertisement in a magazine specifically targeted at children, and allowing all visitors to enter personally identifying information (PII) on registration forms for teams and tournaments, the operator subjected itself to the jurisdiction of the CARU’s *Self-Regulatory Guidelines for Children’s Advertising*, as well as the federal Children’s Online Privacy Protection Act.

Kick It, in its response, noted that it had no intention of collecting PII from children. The company said it would not, in the future, allow children under 13 to disclose such information on the site and would modify the site to employ neutral age-screening and tracking mechanisms to prevent children from pressing the back button and changing their age. Kick It said also that it would disable the registration form until the other recommended modifications have been made. Finally, the Operator agreed to delete any PII previously collected from children under 13.

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.