

CARU® NEWS

Immediate Release

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CARU REVIEWS ADVERTISING FOR ‘KICKSTART SPARK’ *Recommends Company Modify, Discontinue All Claims for Children’s ‘Energy’ Drinks*

New York, NY – May 18, 2006 – The Children’s Advertising Review Unit (CARU) of the Council of Better Business Bureaus, Inc., has recommended Advocare, L.P., which markets KickStart SPARK Energy Drinks for Children, modify or discontinue its advertising claims for lack of substantiation.

CARU, the children’s advertising industry’s self-regulatory forum, reviewed Website advertising for the product as part of its ongoing monitoring program.

CARU was concerned that ingestion of the amount of caffeine contained in SPARK is not safe for children (ages four years of age or older) to whom one page of Website advertising was directed, and that many of the statements contained in the advertising were inaccurate and/or misleading.

The following claims formed the basis of CARU’s inquiry:

- “Whether it’s at the game, on the playground or in the classroom your child needs KickStart SPARK for better energy and focus.*”
- “The unique blend of neuroactives provides a quick energy boost...”
- “The unique blend of neuroactives ... sustains energy for hours.”
- “Enhances mental energy and focus*”
- “Provides support for long-lasting energy*”
- Helps fight occasional drowsiness*”
- “Helps kids with focus”
- “KickStart SPARK Smart Energy Drink provides focused and long-lasting energy that’s just right for children.”
- Ingesting 60 mg. of caffeine is safe for four year olds.

Following its review of the evidence, CARU determined that the advertiser did not substantiate its performance or safety claims and recommended that all such claims be modified or discontinued.

“While CARU is pleased that the advertiser removed an entire page of its Website that was directed to children four years of age and older and contained many of the unsubstantiated claims, CARU recommends that the advertiser refrain from making those claims in its advertising unless it has proper substantiation ...,” the decision states.

AdvoCare, in its advertiser's statement, said it is "committed to providing the most advanced nutritional products that are safe and effective when used correctly."

The company said it "accepts the decision and will review all claims associated with its products and be certain that such claims are supported by sufficient substantiation, including KickStart Spark drink."

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.