

# CARU<sup>®</sup> NEWS

Immediate Release

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## **LEAPFROG PARTICIPATES IN CARU SELF-REGULATORY PROCESS**

### *CARU Recommends Company Clarify Disclosure in Future Advertising*

*New York, NY – February 17, 2006* – The Children’s Advertising Review Unit (CARU) of the Council of Better Business Bureaus, Inc., has recommended that LeapFrog Enterprises, Inc. maker of the *Fly Pentop Computer*, modify future advertising to clarify disclosures. LeapFrog’s advertising came to the attention of CARU, the children’s advertising industry’s self-regulatory forum, through CARU’s routine monitoring of print advertising to children.

The *Fly Pentop Computer* is essentially a pen-based computer that allows children to write and draw down on *FLY* paper and then interact with the drawings. After seeing the print advertisement, CARU was concerned that the advertisement did not disclose that a child needs to continue purchasing special *FLY* paper in order for the *FLY Pentop Computer* to work.

CARU’s *Guidelines* state in part that advertisers need to clearly establish what is included and excluded in the initial purchase and that all disclosures and disclaimers that are material to a child should be in language understandable by the child audience, legible and prominent.

In response to CARU’s inquiry, LeapFrog Enterprises, Inc. committed to modify its future children’s advertising materials for the product accordingly.

CARU’s inquiry was conducted under NAD/CARU/NARB Procedures for Voluntary Self-Regulation of National Advertising and resolved within 60 business days. Details of the inquiry, CARU’s decision and the advertiser’s response will be included in the next NAD/CARU Case Report.

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](http://www.narcpartners.org).