

CARU® NEWS

For Immediate Release

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MCDONALD'S PARTICIPATES IN CARU FORUM *CARU Recommends Modifications to 'Extreme' Sports-Themed Ads*

New York, NY – September 7, 2006 – The Children's Advertising Review Unit (CARU) of the Council of Better Business Bureaus, Inc., has recommended that McDonald's Corp. modify sports-themed advertising for its "Mighty Kids Meal" to clearly depict adult supervision of children participating in "extreme" sports or include oral disclosures stating that the children featured are professional athletes.

The advertising in question came to the attention of CARU, the children's advertising industry's self-regulatory forum, through routine monitoring of advertising directed to children.

CARU reviewed broadcast commercials that featured child athletes surfing, riding BMX bicycles and snowboarding. CARU was concerned, the decision states, that children viewing the commercials "would believe that it is safe, without parental supervision, for any child to perform dangerous stunts on a surfboard in the ocean, on a snowboard on a snow-covered mountain and on bicycles. CARU questioned whether the commercials violated CARU's *Self-Regulatory Guidelines for Children's Advertising* (the "Guidelines") regarding safety."

The *Guidelines* state in part that "adults should be shown supervising children when products or activities could involve a safety risk."

CARU noted that young children watching the commercial could not read that some of the children depicted were professionals, and even if they could, would not understand that non-professionals should not attempt to imitate the dangerous moves depicted.

Following its review of the advertising, CARU recommended that McDonald's "modify the commercials to include an oral disclosure that the children featured are professionals and that viewers should not undertake the stunts depicted unless they are professionals. In the alternative, CARU recommends that all these commercials clearly depict adult supervision."

McDonald's, in its advertiser's statement, said that "although we do not agree with CARU's position regarding these commercials, the commercials have completed their 2006 scheduled media rotation. McDonald's will take CARU's recommendation into

consideration with respect to any future plans to run the commercials, and with respect to future commercial production.”

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.