

CARU® NEWS

Immediate Release

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CARU REVIEWS ADVERTISING FOR SPIN MASTER ‘MOON SAND’

Company Modifies Television Advertising; CARU Recommends Additional Modification

New York, NY – December 20, 2006 – Spin Master Ltd., the maker of Moon Sand, a molding product, has committed to modify television advertising in response to an inquiry from the Children’s Advertising Review Unit (CARU) of the Council of Better Business Bureaus, Inc. CARU, meanwhile, has recommended an additional modification to clarify product performance.

A direct-response television commercial for Moon Sand, a dough-like substance that takes on the shape of any mold in which it is placed, came to CARU’s attention through its routine monitoring. The commercial was featured on Cartoon Network.

The commercial featured children creating various animals and toys out of *Moon Sand*, using molds that came with the product. The commercial featured a setting with a large amount of sand with sand castles.

CARU was concerned that the commercial presented a disproportionately large amount of sand, inconsistent with the amount of sand that came with the initial purchase of the product. CARU was also concerned that by featuring various animals and other items for which molds are not included, the commercial might cause children to expect that these additional molds are available for purchase when such was not the case.

Finally, after having reviewed both product and advertising, CARU questioned whether a product demonstration in the advertisement, a child creating a perfect mold of a cow with perfectly clean edges, could be replicated by a child.

At the outset of the review, Spin Master responded to CARU’s concerns by committing to make two material changes to the advertising. First, in order to address CARU’s concern regarding the amount of sand depicted, Spin Master committed to include the following voice-over when images of the large castle, castle landscape and mountain of sand appear in the advertisement:

“Requires additional sand, sold separately.”

Second, the advertiser asserted that the additional molds used in the commercial are common household shapes. Spin Master proposed adding the following voice-over to address CARU’s concern regarding the availability for purchase of additional molds:

“Use your own molds to make creations!”

Spin Master committed to have the revised commercials, with the voice-overs, ready for broadcast by mid-November.

CARU noted in its decision, however, that it remains concerned with the product performance as depicted in the commercial. Specifically, the commercial features children making clean casts of a pig. However, neither CARU nor any of the children featured in a product demonstration video that Spin Master provided, could replicate the product performance.

Spin Master, in its advertiser’s statement, said the Moon Sand commercial “is an accurate demonstration of how this activity product can be used.”

“However, Spin Master has evaluated CARU’s recommendation concerning the depictions of children making clean casts of the pig and will be removing such depictions from the *Moon Sand* direct response commercial,” the company said.

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 fees paid to the Electronic Retailing Association. For more information about advertising self regulation, please visit www.narcpartners.org.