

# CARU® NEWS

Immediate Release

Contact: Linda Bean  
212.705.0129

## **PRO PERFORMANCE SPORT TAKES PART IN CARU FORUM** *Company Agrees to Modify Print Ad for 'Hit-A-Way Batting' Aid*

*New York, NY – June 30, 2006* – The Children’s Advertising Review Unit (CARU) of the Council of Better Business Bureaus, Inc., has recommended Pro Performance Sport modify print advertising for its Hit-A-Way batting aid, a product endorsed by a professional baseball player. The company, when notified of CARU’s concerns, agreed to do so.

CARU, the children’s advertising industry’s self-regulatory forum, reviewed print advertising for the *Hit-A-Way – Derek Jeter Series* batting aid. The advertisement featured a child in a baseball uniform with the language “I can...hit like Derek Jeter!” The advertisement included a picture of Mr. Jeter, captain of the New York Yankees, in a similar uniform.

CARU’s *Self-Regulatory Guidelines for Children’s Advertising* note that advertising presentation should not mislead children about the benefits of using a product, including the acquisition of strength, status, popularity, growth, proficiency and intelligence.

Pro Performance, in its response to the CARU inquiry said that “one goal of our company is to provide a creative active outlet for children. Showing positive imagery of their heroes is a large part of motivating children to get out and play.”

Pro Performance further stated that “it was never our intention to imply that if you use the *Hit-A-Way*, you WILL hit like Derek Jeter. Rather, that if you practice, you will become a better hitter and CAN aspire to the greatness of Mr. Jeter.”

“We understand and appreciated CARU’s concern on how children might be adversely affected by our use of Mr. Jeter even though we do not agree with your findings per se,” the company said in its advertiser’s statement. “We will, in the future, be more aware of CARU standards and try to stay within your Guidelines.”

***For a copy of the decision or for press inquiries, please contact Linda Bean, Director of Communications, 212-705-0129.***

###

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).