

CARU® NEWS

Immediate Release

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CARU REVIEWS ADVERTISING FOR LEGO® ‘RACERS’ *CARU Recommends LEGO® Modify Advertising to Clearly Show Method of Operation*

New York, NY – June 20, 2006 – The Children’s Advertising Review Unit (CARU) of the Council of Better Business Bureaus, Inc., has recommended that LEGO Systems modify television advertising for its LEGO® “Racer” products to more clearly show how the vehicles are assembled and operated.

CARU, the children’s advertising industry’s self-regulatory forum, recommended further that LEGO, in future advertising, feature adequate amounts of product play and clearly distinguish these from footage using special production techniques.

LEGO’s advertising came to CARU’s attention through CARU’s ongoing monitoring program.

CARU’s *Self-Regulatory Guidelines for Children’s Advertising* state that copy, sound and visual presentations “should not mislead children about product or performance characteristics. Such characteristics may include, but are not limited to... method of operation...”

The *Guidelines* state also that animation should not “create unattainable expectations” about a product’s performance and require that “the performance and use of a product should be demonstrated in a way that can be duplicated by the child for whom the product is intended.”

The advertising for LEGO Racers featured some hands-on footage, the decision states. However, “the vast majority of the advertisement shows the products performing their respective stunts independently and without any sort of special set-up. CARU believes that this gives the impression that the *Racers* perform stunts with ease and simply when placed on the ground by a child.”

“CARU recommends that in future advertising LEGO feature adequate amounts of product play and clearly distinguish these from footage using special production techniques. Additionally, any future advertising should include clear demonstration of method of operation for the toys,” the decision states.

LEGO, in its advertiser’s statement, said it will “take CARU’s position into account” should it in the future decide to air commercials for the Racers product line.

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.