

CARU® NEWS

Immediate Release

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REALE GAMES TAKES PART IN CARU PROCESS

Website Operator Modifies Site to Better Protect Children's Online Privacy

New York, NY – June 20, 2006 – The Children's Advertising Review Unit (CARU) of the Council of Better Business Bureaus, Inc., recommended that RealeGames.com, a child-directed Website, take a number of steps to better protect children's privacy, explain the site's charitable goals and remove links to content that may be inappropriate for children. The site's operator took immediate steps to address CARU's concerns.

CARU, the children's advertising industry's self-regulatory forum, reviewed the site, which remains under construction, following a consumer complaint. CARU questioned whether the site, which aims to allow visitors to adopt "virtual" pets and donate to animal-welfare organizations, employed effective age-screening mechanisms, as required by both CARU's *Self-Regulatory Guidelines for Children's Advertising* (the "Guidelines") and the federal Children's Online Privacy Protection Act of 1998 (COPPA).

Further, CARU expressed concern that children were asked to provide personal email addresses, even though the site was not fully functional and did not fully explain visitors' roles in raising money for charities. CARU was concerned, as well, the site included a link to www.MySpace.com, a site aimed at visitors aged 14 and older.

CARU notes in its decision that the operator worked closely with CARU to implement appropriate age-screening mechanisms and provide appropriate information about the sites activities. The operator also agreed to remove the MySpace link.

"REALE Games is satisfied with CARU's findings," the company said in its advertiser's statement, "and appreciates their role in creating a child-friendly experience at REALEGames.com."

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.