

CARU[®] NEWS

Immediate Release

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CARU REVIEWS ADS FOR A&P'S AMERICA'S CHOICE BRAND 'RESCUE HEROES' FRUIT SNACKS

CARU Recommends Company Modify, Discontinue Claims Related to Fruit-Juice Content

New York, NY – August 11, 2006 – The Children's Advertising Review Unit (CARU) of the Council of Better Business Bureaus, Inc., has recommended that the Great Atlantic and Pacific Tea Company (A&P) modify or discontinue advertising for America's Choice "Rescue Heroes" Fruit Snacks.

Advertising for the product came to the attention of CARU, the children's advertising industry's self-regulatory forum, through routine monitoring of advertising directed to children.

Claims at issue included:

- *"FRUIT SNACKS."*
- *"Made with Real Fruit Juice."*

Specifically, CARU questioned whether the advertising suggested that the product contains fruit juice and little else and that eating the product is nutritionally equivalent to eating a piece of fruit.

During CARU's review of the evidence, the advertiser said it would change the name of product from "fruit snack" to "fruit-flavored" snack for its next packaging run. However, the advertiser contended that the claim "Made with Real Fruit Juice" is factually accurate, and declined to remove the claim from its packaging. The advertiser, however, declined to provide CARU with the actual percentage of real fruit juice in the product.

Following its review of the evidence, CARU determined that packaging that states "Made with Real Fruit Juice" creates the impression that the product contains fruit juice and little else.

As a result, CARU recommended that the advertiser either stop using the phrase "Made with Real Fruit Juice" in its advertising for this product or clearly and prominently disclose the percentage of real fruit juice contained in the product.

The Great Atlantic & Pacific Tea Company, Inc., in its advertiser's statement, said it "accepts CARU's decision in its entirety and agrees to modify its packaging and /or advertising in accordance with such decision."

“Please be advised that we will be inquiring with our business team, regarding the time period for our compliance with such decision. We will keep you abreast of the progress in this matter,” 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).

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.