

CARU® NEWS

Immediate Release

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SAS GROUP TAKES PART IN CARU FORUM

Company Agrees to Modify Advertising for 'Floam'

New York, NY – August 3, 2006 – The Children's Advertising Review Unit (CARU) of the Council of Better Business Bureaus, Inc., has recommended SAS Group modify advertising for "Floam," a moldable craft product, to assure that all advertising accurately reflect the items that come with the initial purchase. The company has agreed to do so.

CARU, the children's advertising industry's self-regulatory forum, reviewed television advertising for Floam pursuant to CARU's ongoing monitoring of children's advertising.

The advertising in question showed children playing with the produce by encasing a variety of toys in Floam, and rolling and molding the product. The commercial also instructed children to, "Build an erupting volcano of Floam," while visually depicting a colorful Floam volcano that erupts with steam.

CARU's inquiry focused on whether children could duplicate the volcano sequence in play. In response to CARU's inquiry, the advertiser informed CARU that the volcano was not part of the Floam product but was a separate toy manufactured by another company. The advertiser explained that it purchased the product, the *Candy Volcano* manufactured by Uncle Milton toys, and covered it with Floam. In order to address CARU concerns regarding misleading impressions, SAS committed to modify the referenced advertisement to remove the scene depicting the volcano.

"CARU is pleased that SAS has committed to remove the offending scene from the commercial to more responsibly address the child audience," the decision states.

SAS, in its advertiser's statement, noted that the commercial has been modified to meet CARU's recommendation. The company indicated the modified advertisement would be ready to air July 15, 2006.

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.