

CARU® NEWS

Immediate Release

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TARGET PARTICIPATES IN CARU REVIEW PROCESS *CARU Recommends Retailer Strengthen Disclosure in Sweepstakes Advertising*

New York, NY – October 4, 2006 – The Children’s Advertising Review Unit (CARU) of the Council of Better Business Bureaus, Inc., has recommended that Target Corporation, sponsors of the “*Be a Cutie in Hollywood*” sweepstakes, provide more clear and comprehensive disclosures in future sweepstakes advertising aimed at children.

Print advertising for the sweepstakes promotion came to the attention of CARU, the children’s advertising industry’s self-regulatory forum, through routine monitoring of advertising directed to children.

The *Self-Regulatory Guidelines for Children’s Advertising* note in part that the “use of premiums, promotions and sweepstakes in advertising has the potential to enhance the appeal of a product to a child. Therefore, special attention should be paid to the advertising of these marketing techniques to guard against exploiting children’s immaturity.”

The *Guidelines* further note “all disclosures and disclaimers that are material to a child should be in language understandable by the child audience, legible and prominent.”

CARU was concerned that children viewing the print advertisement for the sweepstakes might believe they needed to make a purchase in order to enter because the advertisement failed to clearly state the method of entry. While the ad clearly stated that a child must enter at Target, it was unclear whether a purchase was necessary once there or whether free entry was available at a store. The advertisement should have disclosed the alternate free means of entry more conspicuously.

CARU was also concerned that the advertisement did not adequately disclose the likelihood of a child winning the sweepstakes.

Target, in its advertiser’s statement, said the advertisement has completed its placement run.

“Target will take CARU’s recommendations into consideration with respect to any future plans to run sweepstakes magazine advertisements directed towards children,” 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) and Electronic Retailing Self-Regulation Program (ERSP).

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. Funding for ERSP is derived from membership in the Electronic Retailing Association.

For more information about advertising self regulation, please visit www.narcpartners.org.